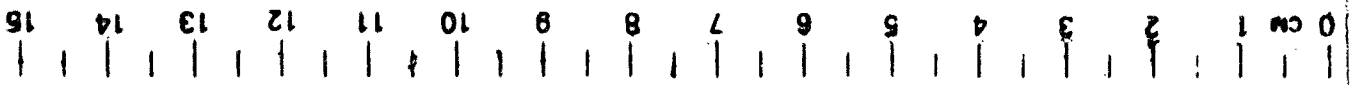


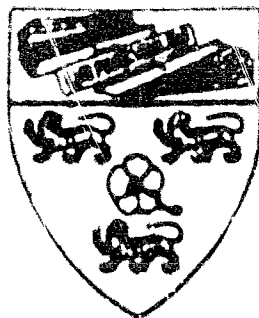
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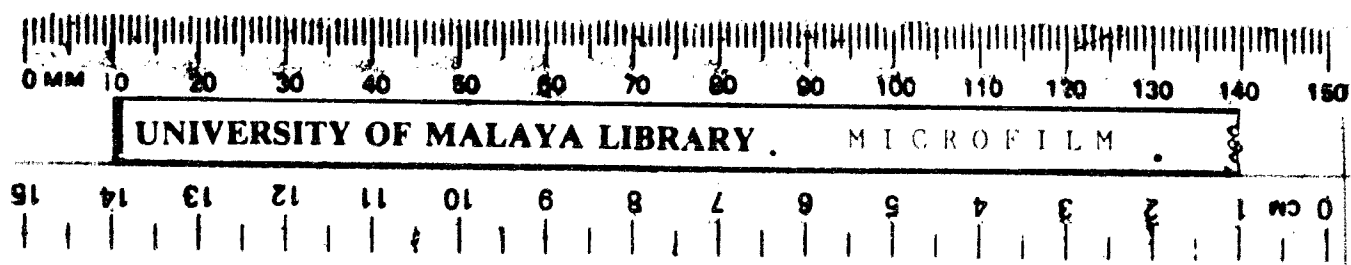
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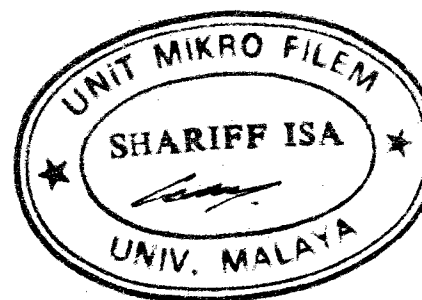




TOURISM IN MALAYA

by

Chew Sing Buan



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A Graduation Exercise presented to
the University of Malaya in
part fulfilment towards the
Degree of Bachelor of Arts
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INTRODUCTION

Objectives of the Study

The main objectives of this study are as follows:

- 1) To analyse travel statistics in order to find out the extent and trend of tourism in Malaya.
- 2) To study the economic significance of tourist expenditures in this country, and
- 3) To study the current tourist facilities and the promotional efforts of the Government and to suggest means as to how to improve on them in order to boost tourism.

Scope of Study

Tourism actually covers international tourism, regional tourism and national tourism. This study deals only with international and regional tourism and the term 'tourism' in this study should be taken to mean these two facets of tourism. No analysis is made on national tourism as no statistics are available. However, it can be assumed that as Government efforts to boost international and regional tourism intensifies, the efforts will have a direct and positive effect on national tourism.

The scope of this study includes trend of tourism in Malaya, its economic significance, the promotional efforts of the Government and Government's attempt to expand and improve tourist facilities. It also include a study of travel barriers and ways to solve this problem. A study is also made on how best to expand tourism in Malaya through a well-balanced tourist programme.

Research and Methodology

Data and statistics on tourism were gathered primarily from the Department of Statistics and Department of Tourism, Kuala Lumpur. Interviews were carried out with the officials of the Department of Tourism and Tour and Travel operators in Kuala Lumpur to gather information on promotional efforts, present tourist facilities, amount of money spent for overseas publicity etc. However, the great bulk of the information was obtained from publications, books, magazines and newspapers.

Limitation of Study

As already been mentioned, the study of the trend and volume of tourism is limited to international and regional tourism. National tourism is left out because no data or information concerning the extent and volume of travel within the country is available. There is a second limitation to this study and that is geographical. Only Malaya is covered as data from the Borneo States of Malaysia are not readily available.

Chapter Organisation

Chapter II deals with three aspects of tourism: the growth of world tourism, the Department of Tourism in Malaya and the trend and volume of Malayan tourism. In Chapter III, I have tried to show the economic significance of tourism - its effect on national income, its effect on the balance of payments, how it creates jobs etc. The promotion of tourism (advertising, publicity and sales promotion) and the development of tourist facilities are dealt with in Chapter IV and V. Suggestions are also made in these two Chapters for improvement on the steps taken by the Government so far. In the concluding Chapter the prospects of tourism in future is touched on.

Acknowledgement

I wish to express my gratitude to the many people who have provided me with information for this Graduation Exercise. My sense of indebtedness is especially great to Mr. Singarapilla of the Department of Statistics for providing me with the data and statistics found in Chapter II, I am also indebted to the Department of Tourism for having consented to allow me to have access to the library to do my reference work.

I would also like to express my special appreciation to Mr. Chong Sin Jee and Professor Rollins of the Department of Economics, University of Malaya for their guidance and suggestions.

TREND OF TOURISM

A. TREND OF WORLD TOURISM

The nineteen sixties is "a decade of unprecedented growth, competition and profit in the tourist business".¹ According to published data of the International Monetary Fund, international travel expenditure exceed Am.\$5 billion annually. Americans alone spend about Am.\$2 billion on travel abroad.² The trend today is definitely towards more and more tourism. Tourism, in fact, has become one of the fastest developing business in the world.

The introduction of jet air services and luxury ships fully justified the expectation of similar growth in the Pacific Region. Faster transportation for the first time has brought the whole region within the reach of many potential tourists who had only limited time at their disposal. As new routes are opened and new tourist facilities provided and continually improved, tourist traffic in this part of the world would continue to increase too. Regional co-operation in the travel field under the auspices of the Pacific Area Travel Association (PATA) has helped in this increase. The Asia Magazine recently reported that the total number of travellers in the Pacific Region in 1964 was 15 per cent up on 1963 figure. Hawaii maintained first position with 500,000 tourists; Hong Kong moved up to second place with 400,000; Japan - with 360,000 (a 15 per cent rise on 1963 figure). Tiny Macau with 46,000 tourists recorded the regions largest rise of 44 per cent.³

B. TREND OF MALAYAN TOURISM

Department of Tourism, Malaya

For quite some time Malaya was conscious that she was not getting a fair share of the tourist business in this part of the world. But it was not until 1959 that the Government decided to remedy the situation and to make it "her policy through the Ministry of Commerce

¹United Nations, Report of the Seminar on Promotion of Tourism, November 1961, p. 5.

²Checchi & Co., Future of Tourism in the Far East, June 1961, p.iii.

³The Asia Magazine, Pacifica '65, April 4, '65, p. 3.

and Industry to encourage the promotion of the tourist trade in every way possible". As a result of this resolution, a Tourist Promotion Section (now called Department of Tourism) was set up in the Ministry of Commerce and Industry charged with the responsibility of fostering and encouraging tourism.

In a letter to all the Secretaries to the Ministers, Mr. P.F. Adams (Secretary for Commerce and Industry) said, "Practically all Departments of the Government can play a part in combined effort to encourage tourists to visit Malaya. Departments directly in contact with visitors e.g. Immigration, Customs and Police have a particularly important role especially in the creating of a good first impression to the visitors. Travel departments, for example, Railway, Civil Aviation and Road Transport are also closely concerned in ensuring a high standard of service to the travelling visitor"

Malaya's main opportunity to develop tourism arises from its geographical position with Bangkok to the north and Singapore immediately to the south. Bangkok is the air capital of Southeast Asia and Singapore has a worldwide reputation in its name alone. Malaya's basic problem is to assist in developing travel between these two points and draw into its own interior as much of this travel as possible thereby offering international tourists a stopover. However, the recent trend is to attempt to make Malaya their destination rather than a stopover. The Government has made quite some efforts to achieve this by increased oversea promotion, improving and expanding tourist facilities in the East Coast and building one of the largest airport in Asia at Subang (14 miles from Kuala Lumpur) capable of accommodating the largest aeroplanes.

But the fact is, in spite of the above efforts, Malaya has not done enough to attract international tourists. Nor has she made much effort to exploit the great number of potential regional tourists from Hong Kong, Japan, Thailand, Australia and New Zealand. Malaya needs to do a great deal more to boost tourism. Promotion, publicity and advertising efforts must be increased. The fact that tourism is the second largest income-producing industry in the world likewise makes it one of the most competitive. There are more than 175 major tourist destinations in the world and more than a hundred carry out intensive programme to attract tourists. Any country which does not have such a programme simply loses its share of the traffic by default.¹

Though tourism is a valuable economic tool for economic development in Malaya, it is little understood by many of the top government officials. My argument is borne out by the fact that only a very small sum of money was allocated towards the development of tourism in the Second Five Year Plan. Out of the total budget of \$2,150.34 million, only \$0.25 million was allocated for Tourism. This sad state of affair needs correction.

¹The Asia Magazine, Pacific Travel, March 17, 1963, pp. 4-5.

The Department of Tourism should attempt to educate top government officials on the economic significance of tourism by distributing pamphlets and data concerning tourism, periodically. They must be convinced that tourism not only creates job, but also strengthens the foreign exchange position of the country and increases the National Income. In 1964, for example, expenditure by tourist who visited Malaya added about \$45 million to the country's National Income. Small though this may be, compared to that of Thailand and Hong Kong, tourism presents a healthy direction for Malaya to follow in its economic development. The country is now wholly dependent on the export of rubber and tin and is extremely vulnerable to the fluctuation of the prices of these commodities. To the extent that Malaya can succeed in developing its tourist business, she will have an extra economic leg to stand on. The Government needs to be convinced that:

- 1) Malaya's share of the tourist business in the Pacific Region will be in direct proportion to her effort in luring tourists through a sustained promotional programme.

- 2) The benefits derived from tourism will be many times that of the amount of investment put in to develop it.

Statistics can give much weight to this argument and officials of the Department of Tourism should make use of them to encourage the Government to make a bolder effort to boost Malayan Tourism.

The Purpose of Statistics and Problems in Obtaining Them

The Department of Tourism in Malaya has yet to develop sound data concerning the economic significance of tourism in Malaya and other states of Malaysia. This, I think, is one of the reasons for their failure to encourage the Government to allocate a larger budget for the development and promotion of tourism.

The rest of this Chapter and the next are heavily weighed with statistical and financial data, presented as evidence that as a foreign exchange earner, as a job creator, as a booster of national income, international and regional tourism is and can be an important tool for economic development. This is essentially a "money argument" aimed at persuading the Government and the businessmen to give their support towards developing of tourism in Malaya.

Statistics are also necessary for measuring the trends and extent of travel movements and for serving as a guide in forecasting and planning the development and operation of the travel industry. Furthermore, individual enterprises, particularly carriers and hotels are in constant need of such statistics for short and long term forecasts of tourist needs.

The basic statistics required for the measurement of the volume

of traffic and its economic significance are:

- a) The number of tourist arrivals.
- b) Average length of stay of each tourist and
- c) Tourist expenditures.

Further classification of the above basic data into country of origin, reason for visit and mode of travel is also necessary for the purpose of promotion.

Sound reliable data are necessary if proper evaluation of the economic significance of tourism is to be made and as such statistics on the volume of traffic must be based on an accepted definition. The Department of Tourism has defined "tourist" as any person travelling in a country other than that in which he usually resides. It has accepted the following categories of persons coming into the States of Malaya as tourists:

- a) Dependents of persons coming for employment.
- b) Persons travelling for business purposes.
- c) Professionals and persons travelling to meetings, or in a representative capacity of any kind (scientific, administrative, diplomatic, religious etc.).
- d) Persons travelling for pleasure or on a holiday.
- e) Persons arriving for the purpose of education.
- f) Transit passengers.
- g) Special pass holders.
- h) Exempted classes.
- i) Entry permit holders.

This definition is slightly different from the definition derived at by the International Union of Official Travel Organisation (I.U.O.T.O) (see Appendix I). In the I.U.O.T.O definition, dependents of persons coming for employment and transit passengers are not regarded as tourists.

Based on the above definition, the Department of Statistics made an estimation of the volume of tourist traffic for the period 1961-1963 (see Table I, page 7). This estimation covers only tourist arrivals by sea and air. Tourist arrivals from Thailand by road and rail were not included. I have, therefore, modified the figures derived at by the Department of Statistics by including an estimated

TABLE I

NUMBER OF TOURIST ARRIVALS 1961-1963
(BY COUNTRY)

Citizenship	1961	1962	1963
1. Malaysia	Not Available	Not Available	25
2. Brunei			22
3. United Kingdom			7,098
4. United Kingdom Colonies			1,275
5. Australia			1,921
6. New Zealand			327
7. Canada			402
8. India			3,971
9. Pakistan			214
10. Ceylon			666
11. Other Commonwealth Countries			4
12. China (Mainland and Taiwan)			737
13. Burma			102
14. Thailand			1,065
15. Philippines			168
16. Indonesia			1,697
17. Japan			1,679
18. Israel			27
19. Egypt			34
20. Union of South Africa			57
21. Other Countries in Asia and Africa			260
22. Belgium - Luxemburg			68
23. Denmark			171
24. Eire			11
25. France			344
26. Germany			621
27. Italy			129
28. Netherlands			353
29. Norway			100
30. Switzerland			176
31. Other Countries in Europe not elsewhere Specified			411
32. United States of America			7,381
33. Other Countries not elsewhere Specified			77
34. State Less Persons			51
35. Citizenship not Stated			133
Sub-Total	23,708	25,028	31,777
2 per cent of arrivals by road and rail from Thailand	4,861	5,018	4,450
Total	28,569	30,046	36,227

Source: Department of Statistics

*2 per cent of arrivals by road and rail from Thailand are taken as tourists.

number of tourists from Thailand who arrived here by road and rail. This estimation is made from the arrivals data. Probably more than 98 per cent of arrivals from Thailand were Malaysians living on the Malaysian-Thai border who went over to Thailand for seasonal jobs and returned when the jobs were done. I have arbitrarily taken 2 per cent of the total arrivals by road and rail to be tourists from Thailand.

Volume and Characteristics of Tourists

About 36,227 tourists visited Malaya in 1963. This figure represents a 20 per cent increase over the 1962 figure and a 25 per cent increase over the 1961 figure, (see Table I, page 7). This gives an average annual rate of growth of about 12.5 per cent for the period 1961-1963. Though this rate of growth is not as spectacular as that of Macau (which had a 44 per cent increase in 1964 over the 1963 figure) it does nevertheless show a gradual growth in the tourist business in the country.

A breakdown of the 1963 data shows that U.S.A. and United Kingdom were the major tourist markets. More than 7,000 or approximately 20 per cent of the total tourist arrivals for the year 1963 came from each of these two countries. Not only were these two countries the most important Malaysian markets in terms of number of tourists, they were equally important in terms of tourist receipts. (This aspect will be discussed later). Countries in Europe, especially France and Germany, were also good international tourist markets for Malaya. Altogether about 7 per cent of the tourists who come to Malaya in 1963 were from Europe. The important regional markets (i.e. countries in the Pacific and Southeast Asian Region) were Australia, Thailand, Japan and India. Although more than 4,000 tourists (approximately 11 per cent) came from India and Pakistan in 1963, they were rather insignificant markets in terms of tourist receipts (see Table VI). Indonesia was still a fairly important regional market in 1963 but as a result of the intensification of "Confrontation", travel traffic between the two countries decreased in volume and finally came to a standstill in 1964.

Monthly tourist inflow was fairly constant throughout 1961-1963 (see Table II). However, there were two periods, March-May and October-December, in each of the two years 1961 and 1962 where the number of tourist arrivals were slightly higher than other periods of the year. This pattern was disrupted in 1963 because of the Asian Games held at Djakarta in August that year. Tourist arrivals for the period July-September rose to a new peak due to the fact that many representatives of countries to the Asian Games at Djakarta made Malaya a stop-over before and after the event.

An analysis of tourists according to age reveals certain trends that are characteristic of tourists everywhere. Table III shows that about 60 per cent of the tourist arrivals in 1961 were within the 20-49 age-group. For the year 1962, it was 58 per cent and for the year 1963, 57 per cent.

Table IV shows the classification of tourist arrivals (arrivals by air and sea only) according to sex. Out of 23,708 tourist arrivals

TABLE II
TOURIST ARRIVALS BY AIR AND SEA ONLY
(BY MONTH)

Month	1961		1962		1963	
	Number of Tourist	Percentage	Number of Tourist	Percentage	Number of Tourist	Percentage
January	1,759	7.4	2,456	9.8	2,167	6.8
February	1,800	7.6	1,809	1.2	2,104	6.6
March	1,968	8.3	2,412	9.6	2,288	7.2
April	1,946	8.2	2,623	10.5	2,585	8.1
May	1,828	7.7	2,172	8.5	2,510	7.9
June	1,578	6.7	1,757	7.0	2,214	7.0
July	1,826	7.7	2,127	8.5	3,514	11.0
August	1,928	8.1	2,068	8.3	3,216	10.1
September	1,841	7.8	922	3.7	3,226	10.2
October	2,764	11.7	2,369	9.5	2,740	8.6
November	2,394	10.0	2,316	9.3	2,786	8.8
December	2,076	8.6	1,997	8.0	2,427	7.6
Total	23,708	99.8	25,028	100.0	31,777	100.0

Source: Department of Statistics.

TABLE III

TOURIST ARRIVALS INTO STATES OF MALAYA BY AGE-GROUP
(AIR AND SEA ONLY - ROAD AND RAIL FROM THAILAND EXCLUDED)

Age-Group	1961		1962		1963	
	Number of Tourist	Percentage	Number of Tourist	Percentage	Number of Tourist	Percentage
0 - 9	2,539	10.7	2,340	9.3	2,971	9.3
10 - 19	1,817	7.7	1,956	7.8	2,242	7.1
20 - 29	4,444	18.7	4,207	16.8	5,772	18.2
30 - 39	5,454	23.0	5,550	22.2	6,734	21.2
40 - 49	4,321	18.2	4,750	19.0	5,644	17.7
50 - 59	2,723	11.5	3,249	13.0	4,167	13.1
60 - 69	1,440	6.1	1,749	7.0	2,250	7.1
70 and Above	527	2.2	532	2.1	770	2.4
Not Stated	443	1.9	695	2.8	927	2.9
Total	23,708	100.0	25,028	100.0	31,777	99.0

Source: Department of Statistics.

TABLE IV

TOURIST ARRIVALS INTO STATES OF MALAYA BY SEX
(SEA AND AIR ONLY - ARRIVALS BY ROAD AND RAIL EXCLUDED)

Year	Male	Female	Total
1961	14,815	8,893	23,708
1962	15,565	9,463	25,028
1963	20,131	11,646	31,777

Source: Department of Statistics.

TABLE V

TOURIST ARRIVALS INTO MALAYA, HONG KONG,
SINGAPORE, JAPAN AND THAILAND

Country	1960	1961	1962	1963
Malaya	n.a.	28,569	30,046	36,227
Hong Kong	163,661	n.a.	n.a.	207,368
Thailand	81,340	107,754	n.a.	142,994
Singapore	90,649	101,631	109,203	109,720
Japan	212,000	n.a.	n.a.	228,944

Source: 1. Tourist Organisation in Thailand (Tourism in Thailand).

2. Department of Statistics, Malaya.

3. Monthly Digest of Statistics, Vol. III, No. II, December 1964.

in 1961, 38 per cent were female and 62 per cent male; in 1962, out of 25,028 tourist arrivals, 38 per cent were female and 62 per cent male; in 1963 out of 31,777 tourist arrivals, 37 per cent were female and 63 per cent male. This gives an average ratio of about two male to one female. In other words, out of every three tourist arrivals for the period 1961-1963, two were male and one female.

The above statistics pin-point the important tourist markets and reveal the characteristics of the tourists. Such statistics are invaluable for the purpose of promotion.

Table V shows the volume of Malayan tourism in relation to some neighbouring countries. In 1963, the volume of Malayan tourism was only $\frac{1}{6}$ that of Hong Kong, $\frac{1}{4}$ that of Thailand, $\frac{1}{3}$ that of Singapore and $\frac{1}{7}$ that of Japan. This comparative statistics will serve an important purpose in that it shows whether Malaya is getting a fair share of the tourist business in this part of the world. There is certainly opportunity for Malaya to get a bigger share of the tourist business if she intensifies her effort to encourage tourists who visit the neighbouring countries to visit Malaya as well.

Tourist Receipts

With regards to data on tourist receipts, Malaya utilized bank exchange control data and "other sources in respect of students and pilgrims who come under the definition of tourist".¹ Bank exchange control data can considerably underestimate the spending of tourists as it is based on official transactions only. Much of the tourist money do not pass through the official channel and, therefore, escape calculation. For example, if tourists cash travellers' cheques in Singapore and then come to the Malaya and spend the proceeds, the amount would not be included. Also excluded are the amount exchanged with the black-market operators. Hence the data from banks is an underestimate of the actual tourist expenditure and serves merely as a rock bottom estimate.

Table VI on the following page shows the estimated total tourist expenditures in Malaya for the period 1959-1964. The figures show that receipts from tourist expenditure had been on the increase from 1959 to 1964. From a total receipt of about \$3 million in 1959 it rose to \$7.6 million in 1961 and to more than \$14 million in 1964. The total receipts for 1963 and 1964 were much higher than the amount forecasted by Checehi and Company in 1958 in the publication entitled "The Future of Tourism in the Pacific and Far East". This is shown in the graph on page 14 (Chart I). The reason for the sudden jump in the 1963 figure was due to the fact that a foreign film-company made the film entitled "Year of the Dragon" in Kuala Lumpur. Receipts estimated to be about \$3 million was included in the total tourist receipts for that year. In this connection, 1965's total too may show another such sharp rise due to the making of the film "That Man from Hong Kong" in Pulau Langkawi.

¹ Information from Research Section, Department of Tourism.

TABLE VI

TOURIST RECEIPTS BY REGION (1959-1964)
IN THOUSANDS OF M\$

Region	1959	1960	1961	1962	1963	1964
United Kingdom	-	-	3,493	4,728	4,823	7,562
Hong Kong	-	-	78	50	79	97
Australia	-	-	399	293	665	557
India & Pakistan	-	-	17	57	13	96
Other Sterling Area	-	-	48	37	45	46
U.S.A.	-	-	2,548	3,482	3,998	4,834
Other Dollar Area	-	-	182	42	31	56
West Germany	-	-	11	28	28	151
Other Europe	-	-	25	31	40	44
Japan	-	-	309	263	303	350
Other Asia	-	-	328	151	146	209
All Others n.e.s.	-	-	168	263	79	75
Total	3,000*	5,500*	7,607	9,425	10,250	14,078

Source: 1. Research Section, Department of Tourism.

2. Department of Statistics.

*Estimated.

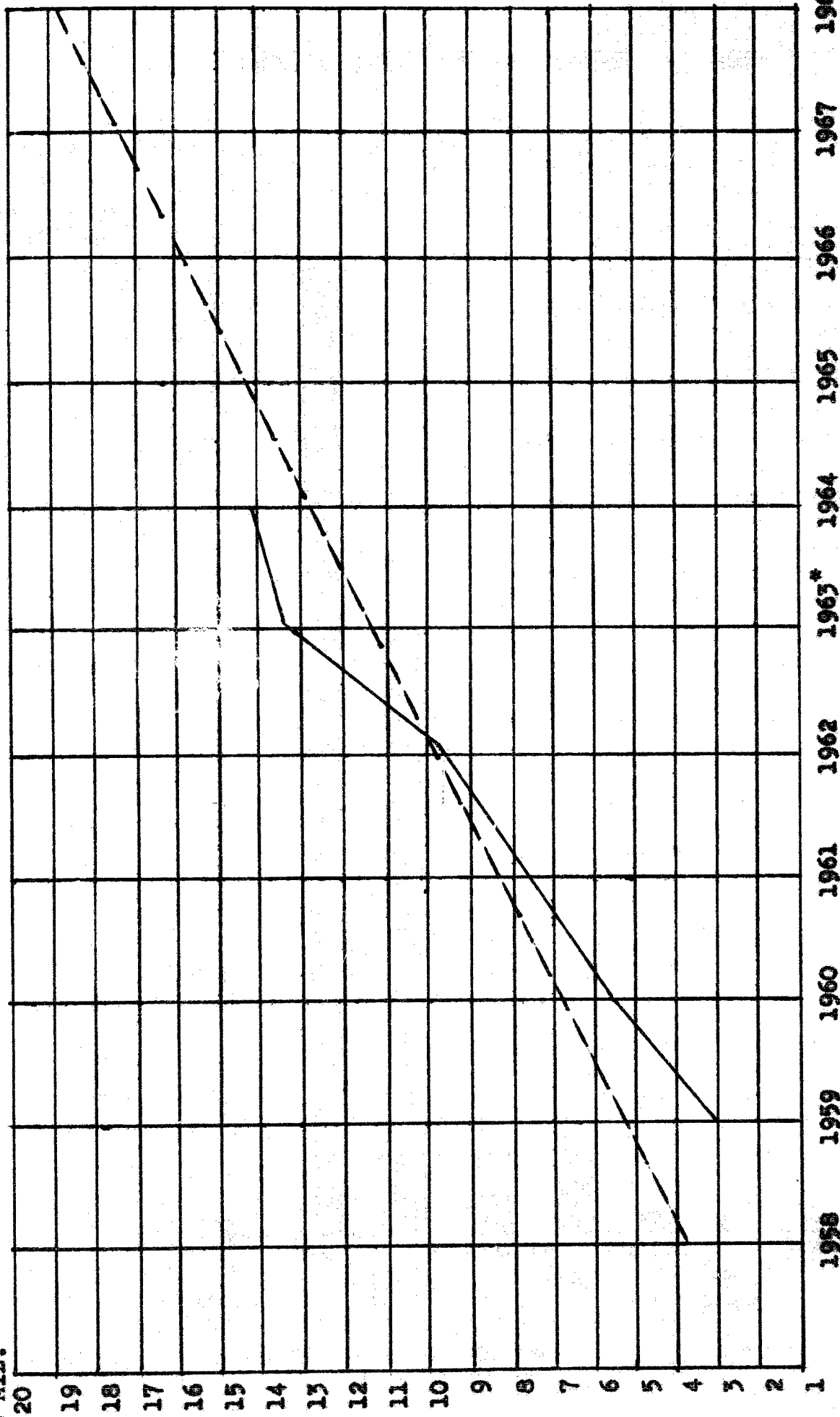
At the present rate of growth, it is likely that the Tourist Trade of Malaya will bring in more than \$20 million in 1968. This estimate is again slightly higher than that made by Checchi and Company.

Tourist Receipts by Region

An examination of Table VI reveals that the United Kingdom was the most important market for Malayan tourism for the period 1961-1964. In 1964, out of a total of \$14,078,000 tourist receipts, \$7,562,000 was from United Kingdom. Second in importance was United States of America which brought in tourist receipts to the extent of \$4,834,000. Tourist receipts from the United States and United Kingdom combined constituted more than 85 per cent of total tourist receipts for 1964. The other important markets in terms of receipts were Australia and Japan. Tourist receipts from these two countries had been on the increase from 1961 to 1964. Chart II on page 15 shows the relative importance of each market for the year 1964 in terms of receipts.

CHART I TOURIST RECEIPTS (MALAYA)

RM MIL.



* A foreign film Co. made the film "Year of the Dragon" in Kuala Lumpur in year 1963. Receipt, estimated to be RM3 mil., is included in the above graph.

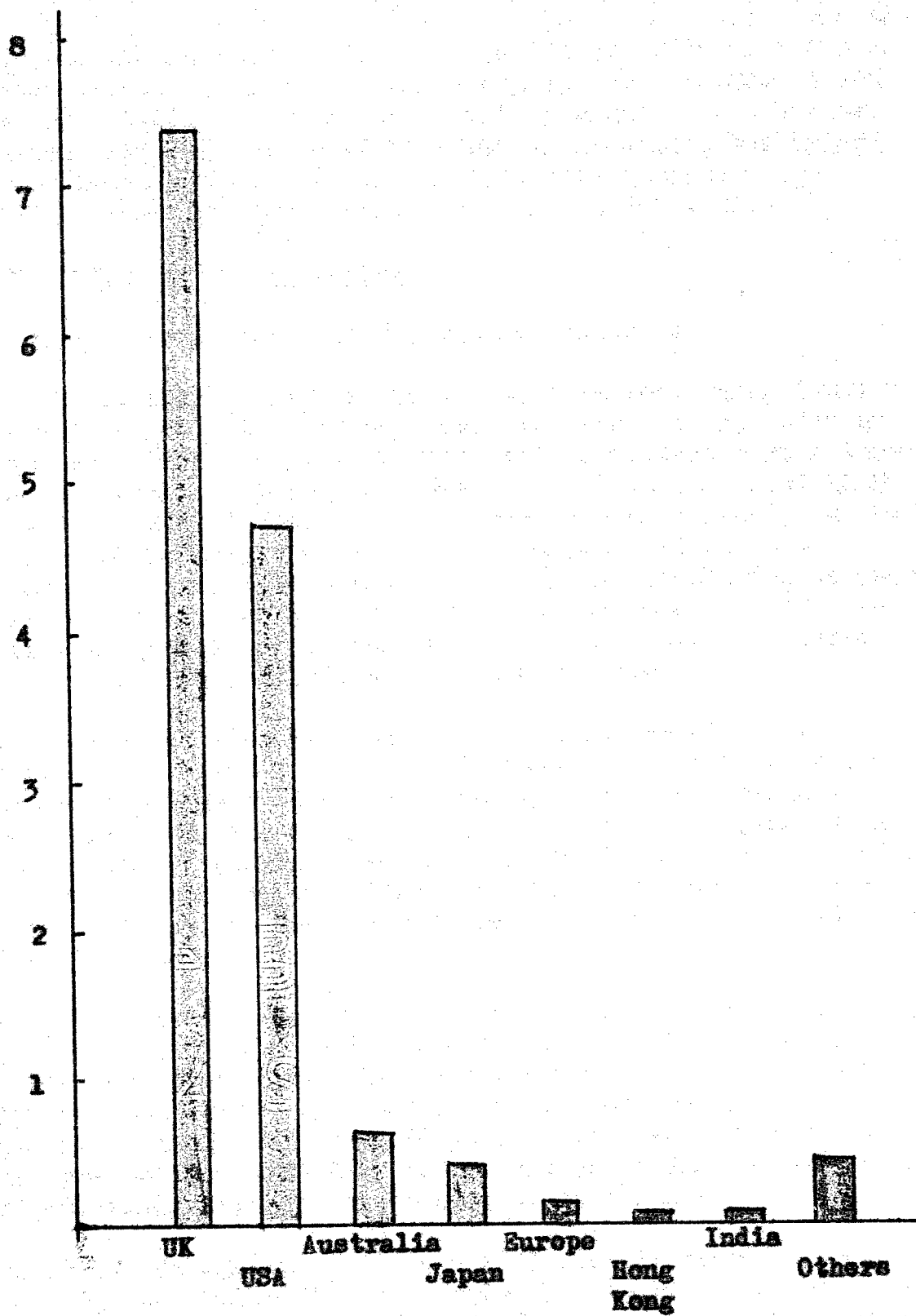
— Cheechi & Co. Estimates (The Future of Tourism in the Pacific and Far East).

— Records of traveller's cheques, drafts and traveller's letters of credit cashed in local banks.

CHART II

TOURIST RECEIPTS BY REGION - 1964

M\$
(In Millions
of Dollars)



This information is of vital importance when it comes to the task of launching an overseas publicity and advertising campaign to boost tourism in Malaya. There is no doubt as to where Malaya should concentrate her promotional efforts. U.S.A. and United Kingdom will and must certainly be the main targets. However, potentials markets like Australia and Japan and other smaller markets should not be neglected. It will be interesting to note that though there were as many American tourists as tourists from the United Kingdom receipts from tourists coming from the United Kingdom was much higher. This was due to the fact that tourists from the United Kingdom normally stayed in Malaya for a longer period than tourists from America. Hence the total expenditure was higher. However either in terms of volume of tourists or receipts, the United Kingdom and the United States were the most important markets for Malayan tourism. They are also likely to be so in the future.

The Importance of the Above Statistics

The above statistics will serve many purposes:

1. It will be useful for formulating policies concerning tourism and for serving as a guide to officials who plan for the expansion of tourist facilities. For example, the data and statistics reveal that the average annual rate of growth of tourism in Malaya was about 12.5 per cent for the period 1961-1963 and that this trend is likely to follow in the future. The important thing for the tourist officials to consider is whether the rate of expansion of tourist facilities is fast enough to meet the future needs of the incoming tourists. A 12.5 per cent annual rate of growth in tourism will demand at least a similar rate of growth in tourist facilities and accommodation.
2. Statistics are also important for planning an effective promotion programme. Table I and Table IV will enable the Promotion Officer to locate the important markets and carry out advertising, publicity and sales promotion in these areas. Either in terms of money or in terms of number of tourist arrivals, the United States of America, the United Kingdom, Australia and Japan were the most important Malayan tourist markets. These are the markets where Malaya should launch her major promotional efforts.
3. Table III reveals that the monthly tourist arrivals are fairly constant throughout the year. Hence a rational advertising schedule will demand that advertising and other promotional efforts be spread fairly evenly over the year. However, heavier promotional efforts preceding special events in the Pacific Region, like the Asian Games, will be advantages as they will draw the attention of the participants, who are also potential tourists for Malaya, to this country.
4. Statistics on age-group and sex will also be important and useful. Table III and Table IV for example show that two out of every three tourist arrivals in 1961, 1962 and 1963 were men. Also about 60 per cent of the tourists were under the 20-49 age-group. This information brings out two important points:

- a) Advertising and promotional efforts should be

concentrated more in man's magazines than in woman's magazines. However, a heavier budget on advertisement in man's magazine does not mean that advertisement in woman's magazine should be neglected.

b) Since the majority of the tourist were and perhaps will be in future from the 20-49 age-group, there should be more concentrated promotional efforts in magazines read by people in this age-group. This may necessitate a survey to find out the type of magazines read by people in this age-group.

5. Another group of data which will be of importance is that on means of travel. International tourists who come to Malaya either travel by air or sea. "Arrivals and Departures" statistics (not to be confused with tourist statistics) for the period 1959 to 1964 revealed that there was a definite trend in the mode of travel both by air and by sea. Arrivals by air were on the increase all the time whereas arrivals by sea showed a slight decrease in 1963 and 1964 (see Table VII).

TABLE VII

"ARRIVALS" BY AIR AND SEA (1959-1964)
(EXCLUDING MOVEMENTS BETWEEN MALAYA AND SINGAPORE)

Year	Air	Sea
1959	10,000	41,000
1960	16,000	40,000
1961	23,000	40,000
1962	27,000	41,000
1963	31,000	39,000
1964	35,000	37,000

Source: Migration Statistics, Department of Statistics.

Since the "arrivals" figures included all the international tourists who came to Malaya (about 50 per cent of "arrivals" were tourists) it would be fairly safe to assume that the above figures also reflected the popularity of the method of travel by tourists who came here. The appropriate question for the Government to consider is whether air transportation will be sufficient to meet the needs of the increasing number of tourists in future. In this connection, there is much to be said for the Government in building the \$50 million Airport at Subang. This new airport can meet any increase in volume of air travel for many years to come.

6. Statistical data can also be used to educate and convince the Government of the importance of tourism in Malaya. This can be done in many ways: by regularly publishing leaflets concerning tourism supplemented by an annual report, by press releases and other media. It is essential, however, to gain a reputation for accuracy by improving the method of data collection. For accurate data collection, Checchi and Company recommend that an improved Entry-Departure (E/D) Form be used. Chart III on the following page is a slightly modified version of the original copy of Checchi and Company and should be recommended for use in Malaya. Also, since calculation of tourist expenditure by utilising bank exchange data always underestimate the total expenditure, it is again recommended that sample surveys be conducted to find out tourist expenditures at the end of a visit. From such spot-checks and interviews, better estimates of the length of stay and total tourist expenditures can be made. A better E/D Form will result in more accurate data for distribution. Hence better understanding and support from the private and government sector, leading to more effective and better financed tourism programme.

The statistics presented in this Chapter, by themselves, do not give a full picture of the economic significance of tourism in Malaya. To discover its full impact on the economy it is necessary to analyse further to find out its impact on jobs, national income and balance of payments. This will be done in the following Chapter.

AN EXAMPLE OF A STATISTICALLY EFFECTIVE ENTRY FORM

Name of Airline or Steamship Co. Ship Name or Flight No.
 Tourist Flight Regular Flight

PASSENGER INFORMATION FORM

(Each passenger or head of a family must sign a separate form)

While in Malaya my address will be:

My permanent home address is:
 Number & Street City Nation

RETURNING RESIDENTS PLEASE SEE THE OTHER SIDE OF FORM
 DEPARTMENT OF TOURISM, MALAYA - VOLUNTARY AND CONFIDENTIAL
 FOR STATISTICAL USE ONLY

I am

1. ☐ Visitor destined to Malaya
2. ☐ Returning resident
3. ☐ Intended resident
4. ☐ Travelling beyond Malaya

I am

1. ☐ Around the World
 2. ☐ Australia
 3. ☐ New Zealand
 4. ☐ Other South Pacific Isles
 5. ☐ Japan
 6. ☐ Hong Kong
 7. ☐ Philippines
 8. ☐ Other Asia
 9. ☐ Br. Isles
 10. ☐ Other Europe
 11. ☐ Other Destinations
- Please specify:

The Purpose of my visit is:

1. ☐ Business
2. ☐ Pleasure
3. ☐ Business & Pleasure
4. ☐ Govt. Military
5. ☐ Visit relatives
6. ☐ Other:

I am coming from

I am going to

I plan to visit:

1. ☐ Only Malaya
2. ☐ Singapore
3. ☐ Borneo
4. ☐ Undecided

I plan to stay in at:

1. ☐ Hotel in Malaya
2. ☐ Hotel in Singapore
3. ☐ Rented House
4. ☐ Hotel
5. ☐ Friend's house
6. ☐ Other accommodation

I am making my

1 st, 2 nd, etc.
 trip to Malaya.

My occupation is:

1. ☐ Teacher, Professor
2. ☐ Business, managerial etc.
3. ☐ Clerical, office, sales
4. ☐ Agriculture, fishery
5. ☐ Military service
6. ☐ Military dependant
7. ☐ Retired
8. ☐ Student
9. ☐ Other employed

I am 1. Male 2. Female

My age is:

1. ☐ Under 10
2. ☐ 10 - 19
3. ☐ 20 - 29
4. ☐ 30 - 39
5. ☐ 40 - 49
6. ☐ 50 - 59
7. ☐ 60 and over

Persons other than myself covered
 in this form:

Age	Male No.	Female No.
1. Under 10		
2. 10 - 19		
3. 20 - 29		
4. 30 - 39		
5. 40 - 49		
6. 50 - 59		
7. 60.		

The total number covered in this form is

Only answer this if you feel perfectly free:

My family is in the following income bracket:

1. ☐ Under \$5,000
2. ☐ 5,000- 9,999
3. ☐ 10,000-14,999
4. ☐ 15,000-19,999
5. ☐ 20,000-24,999
6. ☐ 25,000-29,999
7. ☐ 30,000 and above

THE ECONOMIC SIGNIFICANCE OF TOURIST RECEIPTS

It has been mentioned earlier that tourism is an important economic tool which can be exploited to the advantage of the economy of the country. Not only will the national income increase considerably, the country's revenue from tax will increase too, jobs, will be created and the balance of payments position of the country will be improved. Countries which are conscious of this chain effect of tourism on the economy will take considerable pain to increase tourism. This is exactly what Hawaii, Mexico, Switzerland, Austria and Hong Kong are doing and where earnings from tourist receipts form a big percentage of the total export. In 1964, Mexico's tourist receipt, for example, amounted to 84 per cent of the total export; Austria's tourist receipts amounted to 32 per cent of total export and Switzerland's tourist receipts amounted to 16 per cent of total export¹ Malaya's tourist receipts, however, form only a very small percentage of total export. In fact, in 1964, tourist receipts was only about 0.5 per cent of the total exports of Malaya.

Though Malaya's tourist receipts form only a small percentage of export, its impact on the economy should not be underestimated. For the rest of this Chapter I shall elaborate on the impact of tourist receipts on the national income, balance of payments, Government tax and jobs.

Effects of Tourist Expenditure on National Income

Often people estimate the economic impact of tourism by simply citing estimated tourist receipts and letting it go at that. However, money spent by tourists does not stop circulating after the initial expenditure but circulates through the economy. It changes hands a number of times and is spent and respent. The more time it changes hands and the more time it is spent, the greater the economic impact on the economy.²

For the purpose of illustration, the flow-through effect of tourist receipts is traced for one year only because after one year the money ceased to have a real effect on the economy. This is the result of "leakages" when money is used to buy imports or due to reinvestment abroad, hoarding or delay in transaction. In other words, the propensity to consume will be low which is another way of saying that the turnover

¹International Union of Travel Organization, "Information", 1965.

²Checchi and Company, op. cit, p. 18.

will be low. This turnover or multiplier effect can be estimated. Checchi and Company estimated that the multiplier effect (also known as tourism-multiplier) for countries of the Pacific Region is about 3.2. The figure 3.2 simply means that money spend by tourists turns over 3.2 times before it disappears. The multiplier theory emuciated by P.A. Samuelson is expressed in the following formula:¹

$$K = \frac{1}{1 - \frac{\Delta C}{\Delta Y}}$$

where K represents the 'tourism-multiplier', ΔC represents "change in consumption" and ΔY represents "change in income". A concrete illustration will help to clarify this concept. Take the case of a tourist who spends \$1,000.00 in Malaya. The moment the tourist pays out his \$1,000.00 to hosteliars, restaurant owners or tour operators, the money is added to the recipients' income and, therefore, to the national income. This is the first stage of the transaction. When the first batch of recipients pays out the money in wages and salaries or for supplies, rent and interest, it further adds to the national income. In this second stage the leakage is negligible and is, therefore, left out in the illustration (see Table VIII). But as this second batch of people spends the money on goods and services, the leakage is felt because goods may have to be imported or money may be hoarded. Hence, in the third, fourth and fifth transactions, additions to the national income decrease successively. Only the first five transactions of the \$1,000.00 spent by tourists are taken into consideration because the number of transactions per year will probably not exceed five. Moreover, any transactions after that will be too small to be of much significance.

TABLE VIII

ESTIMATED ANNUAL TURNOVER OF \$1,000 OF TOURIST EXPENDITURE
(PROJECTED TO FIVE TRANSACTIONS ONLY)

Number of Transactions	Turnover per Transaction
One	\$1,000.00
Two	\$1,000.00
Three	\$ 654.00
Four	\$ 405.00
Five	\$ 213.50
Total Turnover (Five Transactions) \$3,272.50	

Source: Checchi and Company op. cit., Table 9, p. 26.

¹ Checchi and Company, op. cit., p. 25.

Table VIII shows that as a result of \$1,000.00 spent by a tourist, a total of \$3,272.50 was generated and added to the national income in a year. The sum total of transactions two, three, four and five represent the expenditure of the people in this country, a total of \$2,272.50. This figure is the "change in consumption" in the multiplier theory.

Substitute \$3,272.50 for ΔY

Substitute \$2,272.50 for ΔC

$$K = \frac{1}{1 - \frac{2,272.50}{3,272.50}}$$

This works out to approximately 3.2 which is the "tourism-multiplier".

This "tourism-multiplier" can be used to estimate the total additions to the national income in a year as a result of tourism. The initial tourist expenditures times 3.2 gives the total addition to the national income (see Table IX).

TABLE IX

ESTIMATED NATIONAL INCOME AND PER CAPITA
INCOME GENERATED BY TOURISM - 1961-1964

Year	Estimated Tourist Expenditure (Thousand M\$)	Estimated National Income (Thousand M\$)	Population ¹ ('000)	Estimated per Capita Income (M\$)
1961	7,607	24,342.4	7,250	3.4
1962	9,425	30,360	7,491	4.1
1963	10,250	32,800	7,704	4.3
1964	14,078	45,049	7,918	5.7

The above Table shows that the total addition to Malaya's national income rose from \$24 million in 1961 to \$45 million in 1964 - almost doubling in four years. Also, the impact on per capita income rose from \$3.4 in 1961 to \$5.7 in 1964, an increase of 70 per cent.

¹ Department of Statistics, Monthly Statistical Bulletin,
November 1964, p. 3.

Effect on Tax Revenues

Tax revenues from tourism can be measured by determining how much tax revenue accrues to the government from the total income generated by tourist expenditures. This is a valid procedure because without the spending by tourists, the business that depends on tourism would not be generated and hence there would be a proportionately lower level of tax revenue.¹ To estimate the direct tax revenues from tourism, for example, hotel taxes and amusement taxes is a "static approach and gives a distorted result". What counts is the total amount of tax revenues, both direct and indirect, that would not accrue to government if there were no tourism. For this reason, we need to consider gross tax revenues that results from the multiplier effect of tourist spending.²

It has been shown that the 'tourism-multiplier' of Malaya is about 3.2 and that the result from the application of the multiplier is actually the total addition to national income that is created by tourist expenditures. The question is how much of this generated \$45 million accrues to the government in the form of tax. Again, Checchi and Company has made a detailed study on this topic and estimated that about 10 per cent of the total income generated accrues to the government in tax.

Hence, the total tax revenues that accrue to the Government of Malaya can be estimated in this way: Total annual tourist expenditures times 3.2 times 10 per cent. The result will be the total estimated tax revenue that accrues to the Government for that year. Table X shows that the tax revenue from tourism for the period 1961-1964 rose from \$2.4 million to \$4.5 million.

TABLE X

TAX REVENUE FROM TOURISM (1961-1964)
(IN THOUSANDS M\$)

Year	Tourist Expenditure	Estimated National Income Generation ⁽²⁾	Tax Revenue (10% of 2)
1961	7,607	24,342	2,434
1962	9,425	30,150	3,015
1963	10,250	32,800	3,280
1964	14,078	45,049	4,504.9

¹ Checchi and Company, op.cit., p. 28.

² Ibid.

How Tourism Create Jobs

Tourists spend money on food and beverages. They also pay to be catered to and provided with accommodation and comfort. They also pay for entertainment and a wide range of services. All these tourist-satisfactions and destination-activities directly create jobs for those people who attempt to meet the needs of the tourists. Tourism has brought an increase in activities in all fields of business connected with tourism: hotels, curio shops, travel agencies, transportation, food and beverage and amusement and recreation.

The data below shows a breakdown of how the tourist dollar is spent. Estimates by various experts and countries varies but by and large they tend to have the following breakdown:¹

<u>Items</u>	<u>Percentage</u>
Food and beverage	35
Accommodation	30
Purchases	25
Local transportation	5
Others	5

All those engaged in providing items like food and beverages, accommodation and gifts like silver-ware, batik cloth, antiques etc. to the tourists enjoy a great share of the tourist expenditures. Undoubtedly, there are these areas where most number of jobs are created to meet tourist needs.

Checchi and Company estimated that during a one year period \$1,000.00 spent by tourists will result in economic activities that pay out about \$540.00 in salaries and wages.² A percentage relationship based on these two figures can be used to estimate the number of jobs created in Malaya in 1964. \$540.00 is 54 per cent of \$1,000.00. Hence,

Total annual tourist receipts times 54 per cent
= wages and salaries paid out.

\$14,078,000 x 54 per cent = \$7,562,120.

Expenditure by tourists created wages and salaries to the extent of \$7,562,120. The precise number of jobs created can only be approximated because of the wide fluctuations in wage and salary scales. If it is assumed that the average annual income of persons employed in business created by tourism is about \$3,000.00, it would mean that over 2,500 jobs were created by tourism in 1964. This figure is only a very rough estimation because not all tourist expenditures result in job

¹Director of Tourism, Government of Singapore, Pacific Reports 1959. Quoted by Checchi and Company, p. 18.

²Checchi and Company, op. cit., p. 29.

creation. A certain amount of money merely goes towards increasing the income of those already engaged in the activities connected with tourism.

Effect of Tourism on Balance of Payments

Spending by tourists is bound to have a positive effect on the balance-of-payments position of any country.¹ Without these receipts from tourist expenditures, Malaya's deficit in the national balance of payment would be further aggravated. Malaysia's deficit balance of payments for the year 1964 was estimated to be \$134 million.² This heavy deficit was mitigated to some extent by tourist expenditures. In fact, tourist expenditure in Malaya alone covered more than 10 per cent of Malaysia's balance of payments deficit in 1964.

It should also be noted that expenditure figures obtained for 'out-tourism' (i.e. expenditures by Malayan residents who travel abroad) for the period 1960-1963 exceeded 'in-tourism' (i.e. expenditures by tourists in Malaya.) In 1963 for example, 'out-tourism' amounted to \$178.2 million. Whereas 'in-tourism' amounted to only \$10.2 million.³ In fact, heavy 'out-tourism' was the main cause of the balance of payments deficit. Malaya should make a greater effort to boost her tourist trade to counterbalance this deficit balance of payments.

Conclusion

The last Chapter and this established the economic importance of tourism in Malaya. Because of the multiplier effect, every dollar spent by tourists creates 3.2 dollars in income to the people of Malaya. This point should be hammered home continually in an effort to secure support from the Government and private sector to promote tourism.

Tourist receipts can be increased by encouraging a greater number of tourists to visit Malaya, by inducing them to stay for a longer period of time and to spend more money in gifts and souvenirs. To achieve all these, a well planned promotional effort and publicity is necessary. More 'tourist-sports' should be developed and tourist facilities made available to induce them to stay longer than their present average 2-3 days.⁴

In the next two Chapters, a study will be made of the present promotional efforts of the Department of Tourism and the tourist facilities available. Suggestions will be given as to how to improve on them and turn them into a well planned and co-ordinated effort to boost tourism in this country.

¹ Checchi and Company, op.cit., p. 33.

² The Straits Times, March 31st, 1965.

³ Data obtained from the Research Section, Department of Tourism.

⁴ The length of stay is estimated by Checchi and Company, (Appendix A), p. 290.

CHAPTER IV

TOURIST PROMOTION

Malaya should "undertake a well-planned and co-ordinated promotion programme, together with the development of its visitor plant, in order to obtain its legitimate share of the ever-increasing tourist business".¹ Promotional efforts and the provision of adequate tourist facilities are actually interrelated and there should be co-ordination between these two aspects of tourism. The reason is that an intensive promotion effort will increase the number of tourists visiting the country and unless 'tourist facilities' like accommodation and transportation are improved and expanded as well, the tourists who are lured here will go away disappointed and feeling that they are being cheated. Such a situation may lead to a decline in the tourist trade. Hence it is essential that the ratio of expenditure should be related to our present facilities. It would be useless for example, to embark on a great tourist drive for the East Coast when we do not have adequate tourist accommodation and tourist facilities there. So there is a need to look at our present facilities and pattern our promotional efforts round them.² By inducing a steady flow of tourism and providing them with adequate facilities, we will be giving the visitor fine "destination activities", good transportation, and reasonable comfort, the three essentials in tourism. Many tourists who come to Malaya like to go to the East Coast and visit places like Kuantan, "Turtle Beach", and Beach of Passionate Love. When facilities are available, these places can be fully advertised and publicised.

Hence any plan to promote the growth of Tourism involves (1) Promotion and (2) Development of tourist facilities. I shall, for the sake of convenience, deal with promotion in this Chapter and tourist facilities in the next.

Promotion - What it is

The basic objectives of promotion in tourism are to inform, persuade, or remind target customers about a country's tourist attractions and about the country itself. To be really effective and to give value for money expended, a tourist promotion programme should be balanced between: (1) advertising (2) sales promotion (3) merchandising and (4) publicity. The trouble is that Malaya's Department of Tourism has not been allocated enough funds to carry out such a meaningful programme.

¹Report of the Seminar on promotion of Tourism, U.N., op. cit., p. 5.

²Robert Howlet (Former Director of Tourism), Progress, 1959.

Only a total of \$250,000 promotion budget was allocated for Tourism in the Second Five Year Plan. This meagre sum should be spent in the right way and in the right place to ensure maximum returns. The advertising message must reach the best prospects, and it must say the things that will persuade them to buy the product, in this case, tourism. Whatever method of promotion is used, it will do good for the Director of Tourism to remember the 'AIDA' concept; that is, the message should attract the attention of the prospect, interest him, create in him a desire to visit the country and finally taking actions to do so. This could only be done by attitude research to ascertain what is most likely to appeal to the potential tourists and how the picture can be projected. Such surveys had been carried out by Checchi and Company and PATA in America. The results of these surveys could throw revealing light on the characteristic of the American market (and perhaps other markets).

The following are some of the characteristics of the market discovered in a pilot research conducted by PATA a few years ago in 12 principal cities in America:

- a) Twenty per cent indicated the Pacific area as their first choice.
- b) Over 50 per cent felt that the countries of the Southeast Asia would be of interest to them.
- c) Of those interested in Southeast Asia, 53 per cent were interest in the people, their customs and their way of life, 31 per cent in their art, architecture, ancient temples, etc., 24 per cent in their different cultures, 16 per cent in their antiquity, and ancient civilizations, 15 per cent in scenery and natural beauty, 14 per cent were fascinated by the contrast between east and west, 14 per cent were anxious to see the cities, 12 per cent were interest in their religion and religious beliefs and 13 per cent showed miscellaneous interest.¹

A similar, but in more detail, survey carried out by Checchi and Company in USA and Canada shows the following attitude they have towards Pacific and Far East (see Tables XI and XII on following page).

A few points stand out very clearly in these surveys:²

- 1) The main reason for respondents wanting to make the trip was their interest in the way of life of the people.

¹United Nations, Report on the Seminar on Promotion of Tourism, p. 6.

²Checchi and Company, p. 16, (Survey conducted in November/December 1958).

TABLE XI¹

REASONS FOR TRAVELLING TO THE PACIFIC AND
FAR EAST GIVEN BY RESPONDENTS WHO WOULD
CONSIDER GOING THERE USA AND CANADA

Reason	Total Percentage
Interest in seeing, studying or leaving about way of life of the people	67.0
Exciting, mysterious reputation of the area . .	15.2
Wish to broaden one's life, experience	9.8
Business reasons	3.6
Previous service in the area	1.2
Interest inspired by reading	1.0
Desire to make purchases	0.7
Other reasons	1.5
Number of people	774

TABLE XII²

HOW INTEREST IN THE PACIFIC AND FAR EAST WAS AROUSED
(SURVEY CARRIED OUT IN USA AND CANADA)

Reason	Total Percentage
Knowing, meeting or being related to someone who has been to Far East	27.3
Book reading	23.2
General interest	7.4
Magazine reading	6.4
Business reason	6.1
Newspaper reading	5.9
Motion picture	5.6
Purchasing merchandise	0.7
Others	17.4
Number of People	774

¹Chacchi and Company, op. cit., Table 4, p. 16.

²Ibid, Table 3, p. 16.

2) Those who have interest in the Pacific and the Far East, (Table XII) have their interest whetted, by and large, by personal contact with people who have been to this region or by reading books about it. The reading of magazine and newspapers combined accounted for only 12.3 per cent of the respondents.

3) It is also discovered in the survey by Checchi and Company that there is a considerable amount of ignorance in the USA and Canada about the Far East. The main attitude of North Americans towards travel in this region is one of indifference, coupled with fear of war and communism.

These information gathered in the surveys could be made use of in the promotional efforts of the Department of Tourism. What image or features of this country should be emphasised in promotion? It will be quite obvious if the above survey is studied. Some of the following facets of Malaya should be promoted:

1) A multi-racial society where the four streams of great civilisation meet - that of the Malay, the Chinese, the Indian and the European. This mingling of race and civilisation has "brought about interesting admixtures of cultural and linguistic hybrids, whilst the basic strains still continue undiluted to the fascination of the tourist".¹ This strong point about Malaya has not been sufficiently publicised. The tendency in most of the pamphlets which I studied is to emphasise on the Malays and the Malay - culture only.

2) The exotic, romantic and mysterious elements should be presented. The Turtle Beach, the Beach of Passionate Love Pulau Langkawi and its fresh-water lake, Penang - 'the Pearl of the Orient' are examples.

3) Mention should be made of the modern comforts, conveniences and speed in travel. The prospects should be acquainted with the idea that we have the most modern Airport in Southeast Asia at Subang.

4) Its natural and man made attractions.

5) Special events - religious and otherwise that are characteristics of each of the major races.

¹ Straits Times, 24.2.65 (in a speech made by Lee Kuan Yew).

This multi-facet image can be projected in many ways. I shall discuss some of the methods, and describe briefly what in fact has been done by the Department of Tourism and what could be done in the future.

Advertisement

According to the Tourist Promotion Officer of the Department of Tourism, a market survey was carried out by the Department of Tourism "in order to induce the right type of prospects to travel and in particular to visit our country". This is what he says:

"From this survey my Department is now able to pinpoint the states in the USA, for example, which have the highest number of prospects and to whom we should direct our sales promotion programme. Similarly we know that Australia and Japan are also good markets."

"Having found the markets, the Department has then to make a survey of the media (magazines, newspapers, radio, television) which are read, listen to by these prospects; and further we have to know the time when they usually leave their countries for overseas travel. Then only can the campaign be properly tailored.....to get the most effective results."

"The Department has been launching yearly promotion campaigns and advertisements have been placed in many consumers magazines, trade journals and travel supplements".¹

Table XIII shows the types of publications and magazines where advertisements are placed and how often advertisements are placed. In 1964 no advertisement was placed on New Yorker. This magazine should not be left out because it circulates largely in New York from where 40 per cent of U.S. overseas travel emanates. On the other hand, too much attention has been placed on Financial Review in which 20 advertisements were inserted in 1964.

Such media as radio and television, though must effective, have to be ruled out because they are too expensive. However, the Department of Tourism has produced one colour film, "Malaya" and are black and white film, "Cities of Malaya". Another black and white film showing 104 American tourists in motor-caravans making tour to the West Coast of Malaya is under production. These films could be an effective way of advertising Malaya overseas by bringing to life some of the tourist spots, Malayan culture and way of life of the races.

Sales Promotion

Through advertising the prospects' interest may be aroused and it is therefore necessary to provide them with further information by producing folders, posters, counter cards, maps, postcards. It is extremely important that the distribution of these materials be carried out in co-ordination with carriers and travel agents. It is also

¹Inche Siru, Tourist Promotion Officer, Holiday in Malaysia November/December 1964, p. 15.

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"The Department has been launching yearly promotion campaigns and advertisements have been placed in many consumers magazines, trade journals and travel supplements".¹

Table XIII shows the types of publications and magazines where advertisements are placed and how often advertisements are placed. In 1964 no advertisement was placed on New Yorker. This magazine should not be left out because it circulates largely in New York from where 40 per cent of U.S. overseas travel emanates. On the other hand, too much attention has been placed on Financial Review in which 20 advertisements were inserted in 1964.

Such media as radio and television, though must effective, have to be ruled out because they are too expensive. However, the Department of Tourism has produced one colour film, "Malaya" and are black and white film, "Cities of Malaya". Another black and white film showing 104 American tourists in motor-caravans making tour to the West Coast of Malaya in under production. These films could be an effective way of advertising Malaya overseas by bringing to life some of the tourist spots, Malayan culture and way of life of the races.

Sales Promotion

Through advertising the prospects' interest may be aroused and it is therefore necessary to provide them with further information by producing folders, posters, counter cards, maps, postcards. It is extremely important that the distribution of these materials be carried out in co-ordination with carriers and travel agents. It is also

¹ Inche Siru, Tourist Promotion Officer, Holiday in Malaysia November/December 1964, p. 15.

OVERSEAS ADVERTISING CAMPAIGNS - 1959-1964

Year	1959	1960	1961	1962	1963	1964	Total
TRADE PUBLICATIONS							
Pacific Travels News	6	6	12	7	12	11	54
Travel Trade Magazine	6						6
Asta Travel News		6	6		6		18
Travel Agent			1				1
American International Travel				5	5		10
Tourism Mondial				4	6	6	16
Travel Weekly				10			10
CONSUMER PUBLICATIONS							
<u>United States of America:</u>							
Holiday	4	6	3				13
Sunset	4		10	5	6	3	28
New Yorker	4		2	2	2		10
National Geographic			2	2	2		6
Esquire					1	1	2
<u>Australia:</u>							
Australian Women's Weekly	4	4	4	4	3		19
Reader's Digest	4	3	4				11
Sydney Morning Herald	2						2
Melbourne Herald	2						2
Financial Review			2			20	22
Panorama			2				2
Trans Air			2				2
Off						1	1
Rydge's Business Journal						6	6
<u>Pacific:</u>							
Time (Pacific)		17	13				30
Time (Asia)			13	11	11	3	38
Newsweek				12	13	3	28
<u>United Kingdom:</u>							
Travel Topics			6				6
Travel Gazette			3				3
<u>Europe:</u>							
Le Repertoire des Voyages			6				6
<u>Special Supplements:</u>							
Hong Kong Standard			1				1
Hong Kong Siang Po			1				1
La Revue Francaise			1				1
Golden Guide to South & S.E. Asia			1				1
P.T.N. Hotel Directory & Guide				1	1	1	3
Bangkok World				1			1
Asia Travel Guide					1	1	2
Eighth Inter-University Bi-Annual					1		1
Games Malayan Souvenir Programmes					1	1	2
Malaya by B.O.A.C.					1		1
Toronto Globe & Mail					1		1
London Times					1		1
New York Times (ASA Joint Adv.)					1		1
New York Herald Tribune					1		1
Asian Wirtschaft						1	1
Olympic Souvenir Programmes							
Total	36	42	95	64	76	58	371

important to provide a mechanism in our Tourist Organisation to answer promptly inquiries that arise from distribution of travel folders and pamphlets. The key to effective sale promotion is the travel folder. It should be circulated at principal market points through travel agents and carriers. Its purpose is to give further information about Malaya. Such folds should be most carefully prepared. There is much to commend on some of the folders published by the Department of Tourism (see Appendix II). The Capsule Folder, "All the Magic of the East Awaits You", for example, has aroused much overseas interest and is in great demand. However the subject matter of the folder could be much improved. I would suggest that the pictures and the wordings should project the image of Malaya as a "confluence of four great civilisations". This could be done by a folder with pictures showing Malaya's four racial groups, the buildings and architecture of the four main religions, the four cultures, and her land of contrast between the East Coast and West Coast.

A second kind of promotional folder is also needed - a what-to-do-and-see booklet designed for visitors who have already arrived. This should be made readily available the moment the tourist steps on Malayan soil. It should contain accurate information which will help the tourists: things to do and see, accommodation, food, places to see and an approximate cost of each item.

The following data below will give an idea as to the effort of the Department of Tourism in the field. Bearing in mind that the budget is rather limited this is quite an effort. My feeling is that the quality of these sales promotion materials should be improved and given more thought before printing them.

Year	Number of Copies of Promotional Material Distributed
1959	Approx. 75,000
1960	" 150,000
1961	" 444,000
1962	" 428,000
1963	" 543,000
1964	" 500,000

In a seminar on Promotion of Tourism held in 1961, the Economic Commission for Asia and the Far East was of the opinion that the tourist brochures of many of the ECAFE countries (Malaya is no exception) were too lengthy and that much of the detailed information was of little interest to the foreign traveller.¹ In improving the folders and brochures, the Department of Tourism should bear this point in mind.

¹United Nations, Report of the Seminar on Promotion of Tourism, p. 12.

Publicity

What is publicity and what part does it play in the promotion of Tourism in Malaya? Publicity refers to the dissemination of information with out charge for its news value in order to inform the prospect.¹ This includes the preparing and releasing of news and photographs to newspapers, magazines and trade sources; and to induce magazines to feature stories on Malaya. It could also be in the form of news releases to travel trade magazines on items of travel industry such as hotel expansion in the East Coast of Malaya (Kuantan and Kemaman), improvement of transportation facilities (e.g. the ultra-modern airport at Subang) and accessibility of Pulau Langkawi by air and the New Asian Highway that will eventually (according to plan in 1967) connect Malaya to Europe.

Malaya has prepared and issued to important travel magazines, press releases on places of interest, the various festivals, on subjects like visa abolishment for Commonwealth countries and other countries, on health and on customs.² Such releases were made to magazines like Orient Tours magazine (Manila) Qantas Airways (Australia) Global Courier (Japan) Pacific Panorama (Australia) Washington Post and San Diego News (USA).³

Malaya should also consider acting as hosts to well-known journalists and travel writers, whose articles based on personal experience carried more weight with the public than the country's own publicity material. Malaya has taken an initial step in this aspect of publicity. It has given information and assistance to authors and journalists like Carl Dudley resulting in a colour documentary film on Malaysia (Crossroad of two worlds). Another television film has also been prepared (as a result of assistance given) by Barlett of Australian Television, known as "Kuala Lumpur". Writers like Maxine Atwata, Jack Gabriel, Moston, Beebe and Harvey Olson had also been given information and assistance for their features and stories. All these efforts will help to publicise Malaya and carve a name for itself in the Tourist World.

Displays

Malaya has also taken part in several overseas displays in her promotional efforts e.g.: Pacific Festival (San Francisco 1959 and 1960) San Francisco Country Fair, Second Pacific Trade Fair 1961, Los Angeles Country Fair (1962 and 1963) New York World Fair (1964 and 1965) Items like Malayan art and craft, songkok, silverwear, batik were on display. These displays have created quite a stir among the public.

¹United Nations, Report of the Seminar on Promotion of Tourism, p. 10.

²Information from Malaysia, January/February 1965, p. 61.

³Department of Tourism - (interview).

Recommendations

1. Regional Co-operation

Many experts in the field of tourism recommend greater regional co-operation and internal promotion to encourage tourism in this part of the world. It is generally agreed that, in addition to their own very necessary publicity campaigns, countries of the ECAFE regions might profit by pooling resources for advertising and publicising the region to a greater extent than was the case at present.¹ Overemphasis on promotional activities that are too narrowly nationalistic are not geared to the fact that international tourists travel on a regional basis. By and large, tourism is complementary. What helps to develop tourism in one country tends to aid the development in neighbouring areas. Malaya should co-operate closely with Singapore, Thailand, Borneo and Sarawak and the Philippines in the fields of technical assistance, promotion, and financing. Emphasis should be made on the co-operative multi-country development of package tours.² This is because most tourists who come here, come with the intention of seeing more than one country. Hence the necessity of co-operation from carrier representatives, travel agents and each country's operators to make "tour combination" more attractive for tourists. Such co-operation would increase tourism in this region and hence Malayan tourism as well. In this respect, Malaya has participated in Visit the Ouect Year in 1961 and ASA Year in 1963.

2. Internal Promotion or Publicity

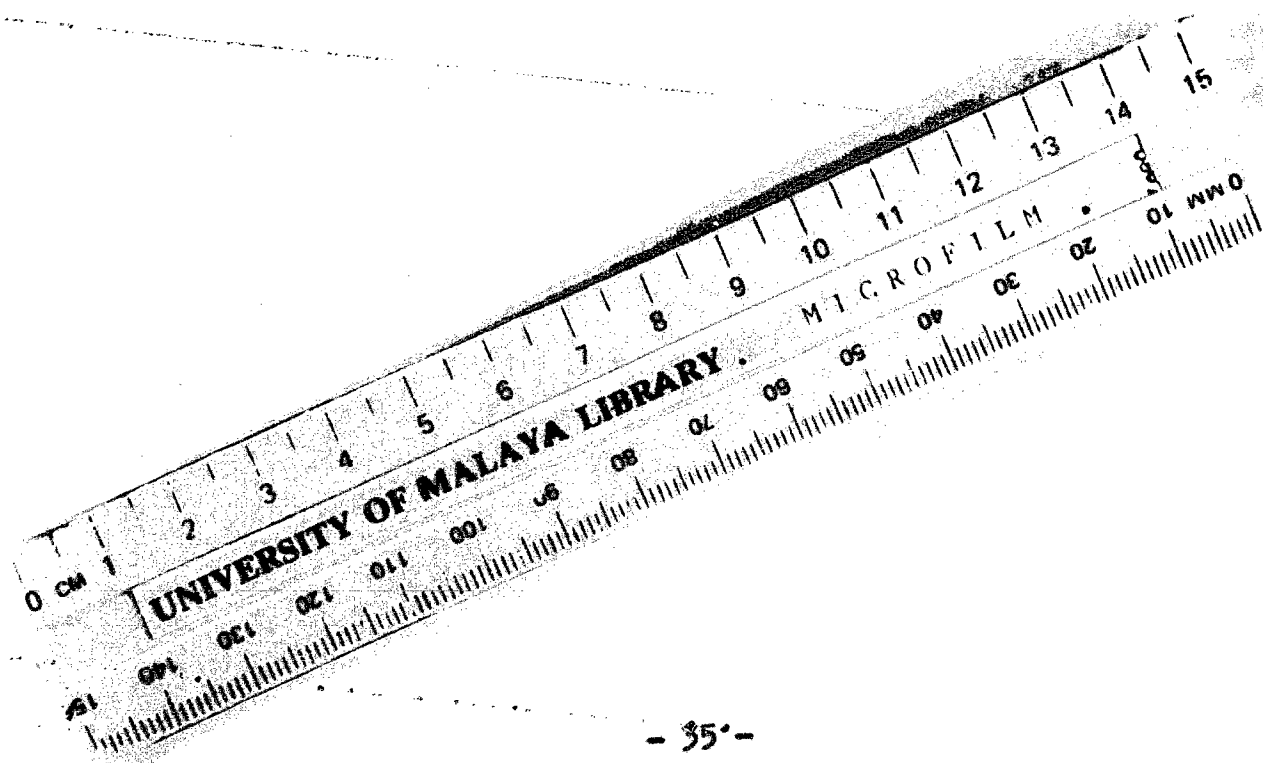
There is widespread ignorance in Malaya about what tourism really is, even among the educated class. Many people feel that tourist promotion activities are frivolous and of little value to us. However such negative comments can be refuted by the data and analysis in Chapters II and III. Internal promotion is ~~and~~ necessary to foster understanding within the country and to create a favourable atmosphere for tourism both in government circles and in communities. A real understanding within government of its economic importance is bound to result in legislation that will favour tourism. The present government plan to turn the East Coast into a tourist attraction seems to show some understanding of the profitability of more tourism. Much effort is necessary to make the public understand. They must be convinced that courtesy, helpfulness, honesty and friendliness to tourists will improve the economic welfare of the community in general and those who are engaged in tourism in particular. They must be convinced that each tourist who arrives in Malaya is a potential salesman. If he is well treated, he will bring back news of Malaya's attractiveness and thus helps to build up the Tourist Trade. This kind of information must be put through to the Malayan public through television, radio, and pro-tourism pamphlets.

¹United Nations, Seminar on Promotion of Tourism, op.cit.,

²Checchi and Company, op.cit., p. 12.

Because of financial stringency coupled with the Government's "austerity drive", the Department of Tourism in Malaya is not likely to carry out every facet of the promotion mentioned above. However, the ideas suggested above will give the outline pattern for a good promotional drive to 'sell Malaya' to tourists.

Tourists ^{who} ~~that~~ are lured to Malaya through promotional efforts must be satisfied once they are here. This calls for a Balanced Tourism Programme, i.e., a well co-ordinated promotional effort and provision of tourist facilities such as good accommodation, good transportation, plenty of things to do and see and good shopping. This will give satisfaction to the tourist who will in turn encourage others to come. It is exactly such a balanced tourist programme that has turned Hong Kong into a thriving 'tourist paradise' in just a few years. Hence improvement of tourist facilities must go hand in hand with promotional efforts. A review of the present tourist facilities is necessary and plans must be made for improvement and expansion of the tourist facilities. This will be taken up in the next Chapter.



CHAPTER V

TOURIST FACILITIES

The tourist business is made up of a series of interrelated enterprises each of which provides a service or a product that tourists are willing to pay for: transportation, food and lodging, entertainment, information, special equipments or antiques and many other items. Below are some of the equipment through which tourist business provides what tourists need:

- 1) Public carriers or transportation companies: trains, planes, ships and buses.
- 2) Tour operators, sightseeing and car rental companies.
- 3) Hotels, motels, inns, resorts, restaurants, stores and gift shops.
- 4) Attraction and special event that entertain tourists.

The Department of Tourism, the top Government officials and the private sector connected with the tourist trade must realise that the effort to increase the tourist trade of Malaya does not end with promotion. Promotion may bring more tourists into the country. Hence the tourist facilities have to be accordingly expanded to meet the needs of the tourists. If this is done, the tourists will bring home good news of the satisfaction and attraction of the country and thereby contribute to the build-up of the Tourist Trade. On the other hand, if tourists find that they are badly treated, or that there is a lack of facilities and interesting things to see and do, there will be a reverse in the trend and the trickle of tourists, which we have now, instead of developing into a prosperous flow may merely die away. Promotion is but one aspect of the development a tourist trade. Provision of adequate tourist facilities is another equally important aspect. Hence the necessity of good transportation, reasonably comfortable accommodation facilities, sufficient number of trained tourist guides, interesting places to visit and removal of unnecessary travel formalities and of travel barriers for the growth of tourism.

Transportation

Air. The most important means of transportation from the tourist point of view is obviously air transportation. The development of air transportation has no doubt caused what may be termed as a "Tourist

Explosion".¹ Because of the great distances involved international tourism in this part of the world depends heavily on fast air transportation. In the first quarter of 1960 about three out of four tourists who came to the Pacific and the Far East came by aeroplane.² With limited time to spare coupled with the desire to see as many places as possible, more and more tourists are bound to travel by air. In fact, Pacific travel means jet travel, more often than not.³ This area of the world has risen to the challenge of the jet age with a tremendous burst of expansion and development in airport facilities. In almost every Asian and Pacific country, gleaming new air terminals and longer and better runways now greet the jet-borne visitor. The growth of international tourism in Southeast Asia and increased economic activity within the Federation of Malaya have together provided considerable impetus for expansion of civil aviation in Malaya and Singapore, especially of their international airports.⁴ In recognition of the future needs, Malaya has built a new international airport at Subang, 14 miles from Kuala Lumpur. Costing M\$50 million, it will be as modern as any airport in the world and will have a 11,400-foot runway designed to cater for supersonic jetliners. It is equipped with a visible glidopath indicator, one of the most modern pilot aids of its kind.

It is indeed heartening to notice that some top government officials are beginning to realise the relation between good transportation and increased tourism. The Minister of Transport, Dato Sardon bin Haji Jubir told the House of Representatives that "without such a first-class airport, we cannot expect to attract a fair share of the international air traffic".⁵ With the completion of this new airport this year, Malaya will be able to accommodate the increasing number of tourists who come by air in the years to come. There is no doubt that aeroplanes has been growing in importance in the last few years and will continue to do so in the future. This is borne out by the data in Table VII (page 17) which shows the increasing volume of incoming international air traffic to Malaya from 1959-1964. The 1964 figure is more than three fold that of 1959 figure.

There are about 7 scheduled international air services through Kuala Lumpur (see Appendix III). This figure is small compared to the number of air carriers serving Bangkok which is more than 20. However the number of carriers serving Kuala Lumpur is bound to increase as the

¹United Nations, Report in the Seminar of Promotion in Tourism, op. cit., p. 83.

²Checchi and Company, op. cit., p. 4.

³The Asia Magazine, op. cit., p. 13.

⁴Asia Magazine, March 17, 1963, op. cit., p. 13.

⁵The Straits Time, December 23, 1964.

Malayan tourist market widens and the number of tourists coming here increases.

Late in 1960, a 15 per cent reduction in economy air-fares between the U.S. and the Far East was adopted by all air-carriers.¹ However, there has not yet developed in the Pacific and the Far East any reduction in air-fares comparable with the lowering of rates for the North Atlantic. Today travel to Southeast Asia by air remains a relatively expensive proposition. There is a need for further reduction of fares if Southeast Asia and especially Malaya is to widen its market and increase the number of air-tourists.

There is also the necessity for Malaya to increase the domestic air transport. Foreign tourists.....prefer to travel by air to different parts of Malaya to save time; hence an expansion of internal air service would help to promote tourist traffic.² There is a limited number of flights from Kuala Lumpur to the East Coast and quite recently the beautiful Pulau Langkawai has been made accessible by aeroplane.

Sea, Rail and Road

Travel by sea is also of great importance and accounts for almost as great a volume of tourist inflow as travel by air. However, whereas the trend of air travel is one of increase, that of sea travel has been on the decline from 1959-1962 (see Table VII). In 1959, the number of incoming air passengers was about 10,000. This has risen to 55,000 in 1964. In the same period the number of incoming sea passengers which was about 41,000 in 1959 dropped to 37,000 in 1964. The trend above indicates the relative importance of air and sea as means of travel to tourists. Though sea is no longer the most important means of transport for tourists, Malaysia is still "served by more than a dozen steamship lines".³ There is only a trickle of tourist-inflow through Penang and Port Swettenham. The great majority of sea tourists land on Singapore and then make their way to Malaya either by air, road or rail.

Malaya is also served by railways - one running from Singapore in the South into Thailand in the North and another along the East Coast running up to Kota Bharu. There is a dire necessity for railways to improve their catering services as rail journeys are long and unless clean and wholesome meals are provided, few tourists would be encouraged to use this means of transport. There is also a necessity for greater co-operation between Thai and Malayan authorities towards improving the railway service standards to encourage tourists to come to Malaya by train and vice-versa. As it is, the inadequate facilities, poor meals served, inadequate water supply and dusty coaches of Thai Railways are enough to discourage tourists to come to Malaya by train. For mutual

¹ Checchi and Company, op. cit., p. 6.

² United Nations, op. cit., p. 28.

³ L.S. Chong, op. cit., p. 9.

benefits, there must be improvement of both Thai and Malayan railways. Because of tropical heat, air-conditioned coaches should be expanded to accommodate the tourists.

However, most tourists due to time factor prefer to travel either by air or road. Here again, there is a need for co-operation between Thailand and Malaya to improve the road connecting the two countries. In spite of the poor road condition, busloads of Thai tourists visit this country every month. The number will certainly be increased if attempts are made towards improving the transport facilities connecting the two countries.

The West Coast of Malaya is well-served with roads of international standards. All tourist spots and attractions are accessible by good roads. There is however a necessity to improve the roads in the East Coast. As it is, there is only one road connecting the East Coast to the West; tourists desiring to see Kuantan, Kota Bharu and the rural life of the people in the East Coast will have to back-track along the same route on their homeward journey. However, it is heartening to note that progress is being made to connect the East Coast to Singapore by a North-South Highway along the East Coast and another highway across the North of Malaya (now temporarily delayed due to financial stringency of the Government) to connect the East Coast and the West Coast of Malaya. When these two projects are completed, tourists will be able to visit any part of the country without having to back-track.

In my opinion there is every reason to be optimistic about the future in-coming tourism by road. It has been estimated by William Tanzer (a correspondent for Asia Magazine) that the Asian Highway might be completed by 1967.¹ Efforts are being made by governments to reduce frontier formalities and to provide hotels, motels and petrol pumps along the Highway. The Asian Highway would connect not only the capitals of the countries but also the important places of tourist interests in the area. This exciting project, when completed may bring into Malaya thousands of tourists from all parts of Europe by car.

Other Tourist Transport Facilities in Malaya

Taxis. The major towns of Malaya are well served with taxis. There are also taxis readily available carrying tourists from town to town. These taxis are cheap, plentiful and reasonably clean. However stricter supervision by the Traffic Department or by specially appointed inspectors should be imposed on drivers. Complaints are frequently heard from tourists that drivers overcharge or do not set the meter when commencing a journey. I would recommend checks at indefinite intervals and offenders heavily punished to improve the situation. All drivers should undergo an examination of topography before licences are renewed or issued. Rate cards should be fixed in the dash board of the car to eliminate the possibility of overcharging.

¹ Asian Magazine, p. 6, December 13, 1964.

Sightseeing Coaches

To meet the demand of tourist to see the country when they are here, the private sector of the economy has set up companies in various centres which operate sightseeing tours. Sightseeing services provide easy and usually very pleasant tours for visitors and their growth should be encouraged. Many of the companies provide air-conditioned motor coaches and some are even equipped with ice-box for water and microphone with speakers for running commentary. The Malayan tour operators are based in Penang, Port Swettenham, Malacca, Kuala Lumpur, Ipoh and Cameron Highlands. As the number of tourists to Malaya increases, the number of companies operating such tours are bound to increase too. There is a necessity to train guides to handle such tours efficiently. I shall deal with this aspect in another section in this Chapter.

Accommodation Facilities

In the foregoing paragraphs I have emphasized the necessity of efficient and good transportation for a quicker and greater inflow of tourists. With greater inflow of tourists, there is a corresponding necessity to provide them with accommodation, food, interesting things to do and see and trained guides to make their tour an exciting and interesting one.

In Malaya, the increasing tourist traffic has been accompanied by a certain amount of development in accommodation facilities. But no statistics are available to find out whether the hotel industry is developing in proportion to the rate of increase in tourism and whether construction of hotels in future will adequately meet demand. Generally speaking there is sufficient accommodation in most of the tourist attractions along the West Coast. The Merlin Hotel, Federal Hotel and Malaysia Hotel in Kuala Lumpur, for example, offer excellent accommodation and entertainment. However there is a urgent need for further investment in hotels in tourists spots like Pulau Langkawai, Pangkor Island, Penang Hill, Cameron Highlands and especially places along the East Coast. Recently the authorities realised the fact that there has been too much neglect in accommodation in the East Coast. An attempt towards the remedy of this situation has already been made: A motel has been built in Kemaman to cater for tourists. Roads have been repaired and bridges built across rivers so that travelling along the East Coast Highway is no longer one of long and tedious waiting for ferries as it was a few years back. Recently, the Minister of Commerce and Industry after a tour of the East Coast has "recommended that a big hotel of international standard be built here (Kuantan) to cater for the increasing tourist trade".¹ Kuantan needs such a hotel as it is the springboard to the beautiful East Coast.² In fact a proposed tourist centre at Gebeng, 16 miles from Kuantan has already been

¹The Straits Times, April 23rd, 1965.

²Ibid.

earmarked for the building of motels, a shopping centre, camping site and other amenities.¹

Because of the reluctance of private enterprise to invest in the accommodation business, "the Central Government has plan to establish motels on the East Coast". This is an encouraging gesture on the part of the Government to encourage the growth of the tourist trade but, I feel that with the present Government austerity drive and heavy expenditure on military equipment and defence, it is most unlikely that the Government's plan would be realised for many years to come. There is, therefore, a necessity for the Government to use various incentives to encourage the private sector of the economy to go into the business. Incentives should include loans on easy terms reduction or elimination of taxes for the first few years, elimination of duties on the importation of material, equipments and supplies needed to build and run hotels and abolition of hampering regulations.² Besides the fact that it is preferable to have private enterprise in the hotel business due to financial stringency of the government, private enterprise, under most circumstances provide the imagination and drive so often lacking in government run operations.

Besides hotels and motels, other forms of accommodation could be expanded and improved too. At Kuantan beach for example, two bungalows in the form of Malay houses equipped with Malays household utensils found much popularity among tourists. Such accommodation could perhaps be introduced in other holiday resorts.

Training Facilities

The hotel industry in Malaya has its own special problems. There is a definite lack of trained and efficient personnel. The Department of Tourism should encourage "Waiters Courses" and seminars for various personnel levels - managerial, culinary, reception, house-keeping etc. to be organised. This will be for the good of the long-term tourist plan because the growing number of foreign tourists visiting the region would increase the need for hotels and, consequently, for trained personnel to manage them.³ Unless all those who come into direct contact with tourists are trained to be efficient and courteous tourists will be dissatisfied and this may have a negative effect on Malayan tourism. This brings us to a very important factor in the tourist industry - that of training a sufficient group of well trained tourist guides. The Department of Tourism has made an attempt in this direction in the training Tourist Guides. The report presented by Checchi and Company to the U.S. Department of Commerce recommended that 'guide training courses should be officially sponsored and operated on a regular, permanent basis..... All graduates of these courses should be given licences that are easily identifiable by tourists and visitors'.⁴

¹The Straits Times, April 23rd, 1965.

²Checchi and Company, op. cit., p. 59.

³United Nations, op. cit., p. 38.

⁴Checchi and Company, op. cit., p. 81.

The course should cover a sufficiently wide area of knowledge and information as seen in Appendix IV.

Development of Places of Interest

A balanced tourism programme consists not only of provision of good transportation and accommodation but also interesting things to do and interesting places to see. All tourists want one thing in common - a change - to see and experience something or see something they do not have at home. What they look for falls into three general categories:

- Natural attractions
- Manmade attractions
- Special events

There are many such tourist assets which can be developed in Malaya.

Natural Attractions

Such attraction may appear commonplace to Malaysians but they may have real appeal to tourists who have never seen anything like them. Here are a few:

- Batu Caves near Kuala Lumpur
- Turtle Beach in Trengganu
- Pulau Langkawai and its fresh water lakes and historical monuments
- Beach of Passionate Love (in Kelantan)
- Penang Island - "Pearl of the Orient"

The natural appeal of such attractions is enhanced if they are attractively and imaginatively named.

Manmade Attractions

There are many manmade attractions which will certainly attract more tourists if they are well promoted and given some face-lift and window-dressing:

- Old Fort at Malacca
- Aborigine Areas
- The Penang Snake Temple
- Tin Mines
- National Museum
- King George V National Park

Special Events

Besides the many official events of the State and the Country like the Malaysia Anniversary Celebration and the King's Birthday Celebration, there are many religious rites and observances and cultural

shows of the various races that will fascinate the tourists. These events should be included in tourist pamphlets for distribution to the tourists. In fact, the Department of Tourism has published a booklet entitled "Festival Malaysia 1965" which provides interesting information to tourists about the festivals and religious observances of the people in Malaysia.

I have listed below a few events which can be intriguing and interesting to tourists: Chinese Kew Ong Yeah (Nine Emperor Gods) Festivals. This festival starts on the first day of the Chinese ninth moon. Scenes like mediums walking barefooted across pits of burning coal and crossing bridges of naked blades, if well publicised, will certainly attract many tourists.

Moon-cake Festivals in Penang
Thaipusam Celebration
Deepavali - Festival of Lights
Hari Raya Celebration

The Tourist Organizations in the various towns - Lumut, Cameron Highlands, Kuantan, Malacca and Penang - can do a great deal towards directing the attention of the tourists in their area towards any festivals, events, places of interest and historical monuments that may interest the tourists.

Removal of Travel Barriers

Many governments which are anxious to increase tourist inflow into their countries tend to direct their energies in two directions: firstly, promotion and publicising the attractions of the country and secondly, improving and expanding the tourist plant and facilities. It is undoubtedly important that governments should continue to be active in these spheres to increase tourist inflow but at the same time they should examine the travel formalities for entering their countries. Prolong and complicated travel formalities (pre-travel formalities and frontier formalities) for incoming tourists can prove a serious deterrent to travel.

Pre-travel Formalities - Visas

Most European countries have abolished visas. It has been strongly recommended that "countries in the Far East should abolish the visa requirement to holders of legitimate passports and we urge that they do not wait for full reciprocity from other nations".¹ In Malaya, citizens of Commonwealth countries and the Republic of Ireland do not need visas. Visas are however required by persons who are not Commonwealth Citizen or Citizens of the Republic of Ireland except nationals of the following countries who are in possession of valid passports issued by the Government of these countries: Belgium, Denmark, Finland, France, Germany, Iceland, Italy, Liechtenstein, Luxembourg, Norway,

¹ Checchi and Company, op. cit., pp. 76-77.

Except in the case of nationals of the Netherlands, Switzerland, Liechtenstein and San Marino, Visitors from the other countries set out in the proceeding paragraphs need visas for visits exceeding three months.²

It is noticed that visas are exempted for nationals of some countries, while nationals of other countries are required to obtain them. I see no reason why only certain countries should be exempted. Checchi and Company and the Economic Commission for Asia and the Far East, recommended that visa exemption be extended to all countries unless strong reasons can be given for their necessity. If their abolition cannot be done immediately, it should certainly be made possible for tourists to obtain visas rapidly and with a minimum of difficulty at consulates and embassies abroad.

There are three documents which Malaya can, with justification ask tourists to possess:

- a) A document of identity e.g. passport.
- b) Entry and Department (ED) card containing standard items of information for control and record purposes.
- c) A health certificate.

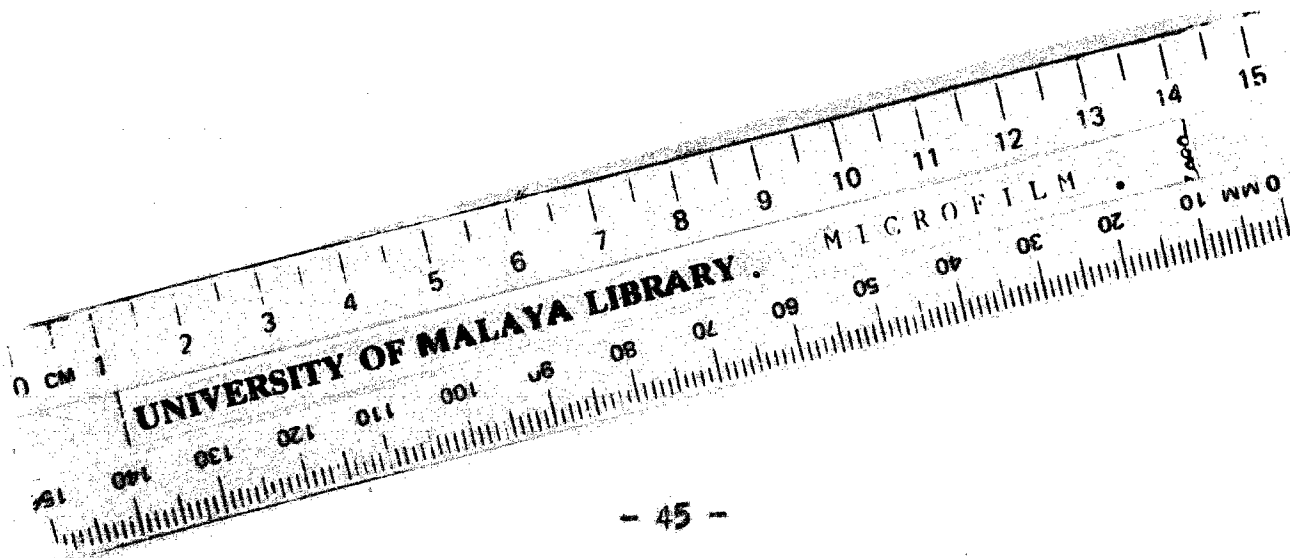
These should be looked upon as the absolute maximum in documentation. The ED card should be simple to fill and only relevant information should be asked for. The example of a good ED card is shown in Chart III page 21 and should be adopted by Malaya. As for item C, Malaya requires visitors from non-infected areas to have only the International Certificate of Vaccination. This is in line with recommendation of the Economic Commission for Asia and the Far East, United Nations. However, those coming from infected areas are required to have valid International Certificate of Immunization for the particular disease or diseases. Health formalities should be publicised to prevent tourists from being caught unawares. The question of import and export of currency and customs formalities should also be publicised. Malaya is on the right track in this field by publishing such regulation and formalities in magazines and publications.

Hence Government efforts to increase tourism in Malaya should be a well-co-ordinated efforts in three fields: promotional efforts, improvement and expansion of the tourist plant and removal of travel barriers. Promotion creates in the mind of the potential tourists a desire to visit Malaya. When these potential tourists become actual

¹Malaysia, op. cit., p. 55.

²Ibid.

tourists, the Government should see to it that there are no irritating and time consuming and often unnecessary formalities that tourists have to undergo. Once these barriers are kept down to a minimum, inflow of tourism will increase.



CHAPTER VI

FORECAST AND CONCLUSION

Reasons for Optimism in Tourism

A number of constant factors applicable to the present era, such as the increase in population and the almost universal increase in individual incomes, longer paid holidays.....all mean that holidays and travel are increasingly a part of modern living.¹ From a mere amusement reserved for a happy few, tourism is developing into a necessity for the masses.² With more tourists, more time for travel and more tourist money to spend, there is every reason to believe that tourism, whether regional or international, will continue to grow during the next few years. Besides the general world trend of increasing tourism, Malaya has also specific reasons for optimism in the growth of tourism. The Asian Highway Project that will connect Malaya to countries of Asia and Europe (expected to be completed in 1967) will certainly expose Malaya to European and Asian tourists. Moreover Malaya has recently completed building one of the finest airports in Asia. This will certainly encourage and make it possible for tourists to come from any part of the world by air. Besides these factors, there is a gradual growing consciousness of the economic importance of tourism among some top government officials leading to more promotional efforts, improvement of the tourist facilities (or plant) and gradual abolition of travel barriers. All these factors will have a positive effect on tourism.

It is likely that Confrontation between Indonesia and Malaysia and the political instability in the Far East (especially Vietnam) will have some negative effect on tourism. But such negative effects will be more than counterbalanced by the positive effects mentioned above.

Size and Structure of Future Tourism

To a large extent the future of Malaya's tourist business is dependent on what happens in Singapore and Thailand. If tourists can be persuaded to travel down to Malaya and Singapore from Bangkok, Malaya could have a higher volume of travel. Malaya will also be affected by whether or not a South Pacific 'package tour' can be effectively developed. Such a tour might run through Tahiti, New Zealand and the Sydney-Melbourne area in Australia and then to Bangkok.

¹OECC, Tourism in Europe, 1961, p. 23.

²Ibid.

If this develops, Malaya will be able to draw upon two major travel routes - one running South from Bangkok and the other from the South Pacific going North to Bangkok. The new airport at Subang will be able to accommodate any type of aeroplanes from Bangkok and Singapore. According to Checchi and Company, Malaya "should be able to attract between 55,000 and 70,000 international tourists by 1968. This estimate will be almost double that of the figure in 1963 which is 31,777 see Chart IV, page 48. This should bring in an estimated tourists receipts of between M\$16.5 and \$21 million.¹ This estimate will be an increase of \$2.5 million to \$7 million over the 1964 figure (see Chart V).

Economic Significance of Tourism in Future

The turnover of money spent by tourists in 1968 should add between M\$54 (million) and \$66 (million) to Malaya's national income.² Even though this is comparatively small, it indicates that tourism in Malaya in 1968...could add nearly 1 per cent to the country's national income.³ The above "money argument" should be used to persuade the Government to give greater importance to the development of tourism in Malaya's future economic development programmes especially in the coming First Malaysia Plan.

Recommendations for Reaching the Attainable in the Future

Neither the present level of tourism nor the expected level in 1968 occur automatically. Malaya will have to push its tourism programme vigorously, because it does not have a built-in reputation as do Singapore and Hong Kong. Nor is it well located on international air routes. Attractions need to be developed, improved and promoted, and additional first class accommodations must be built. Besides these, the following actions will help Malaya in increasing its future tourist trade:

1. Increase the budget for tourism development. At present the Government is spending about \$250,000 per year for tourist promotion. This figure should be increased and the money should be used for a more intensive promotional effort overseas.

2. Greater regional co-operation in the development of tourism. Malaya should co-operate closely with Thailand, Singapore and if possible the Philippine Islands. The promotion programmes of these countries should be well co-ordinated. Consideration should be given to pooling certain promotion costs, such as the joint financing of oversea offices. Emphasis should also be made on the development of package tour which will result in cheaper and more attractive tours.

¹ Checchi and Company, op. cit., p. 119.

² Ibid.

³ Ibid.

(I have converted American \$ to Malayan \$ on the assumption that Am\$1 = M\$3).

CHART IV

ESTIMATED NUMBER OF TOURISTS
1963 and 1968

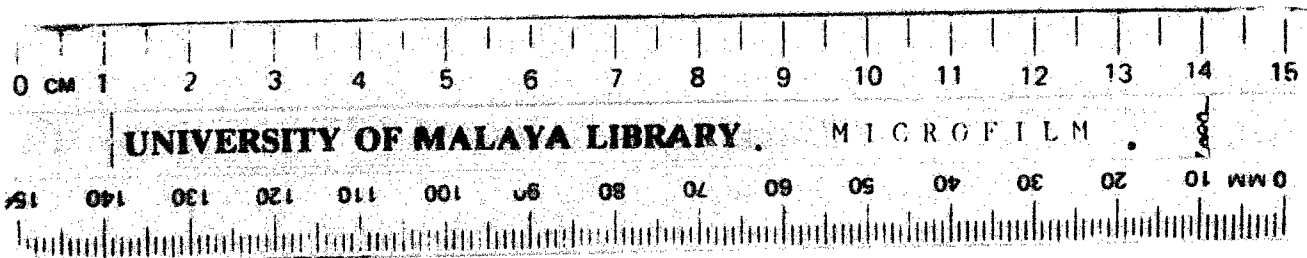
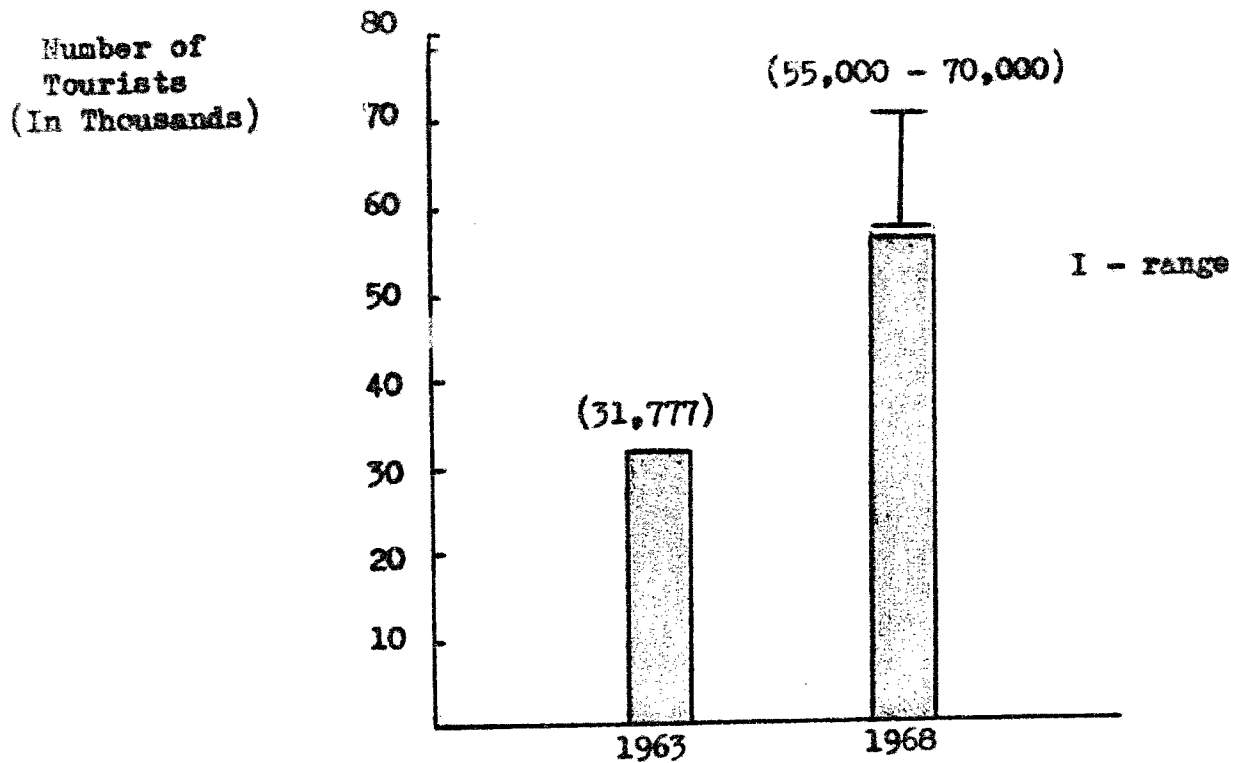
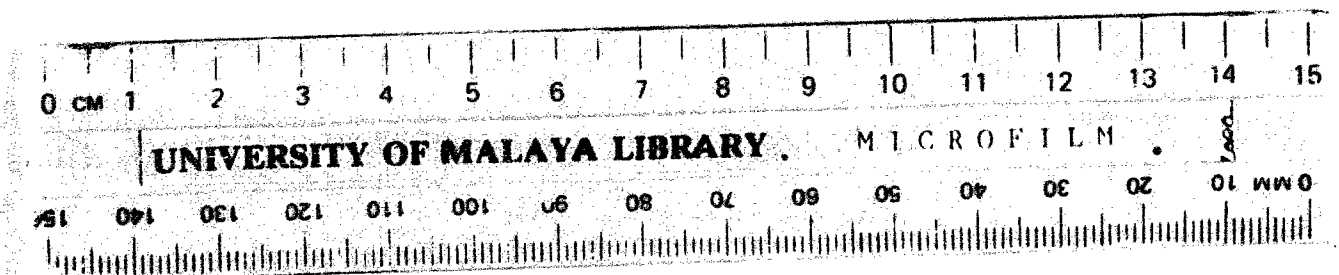
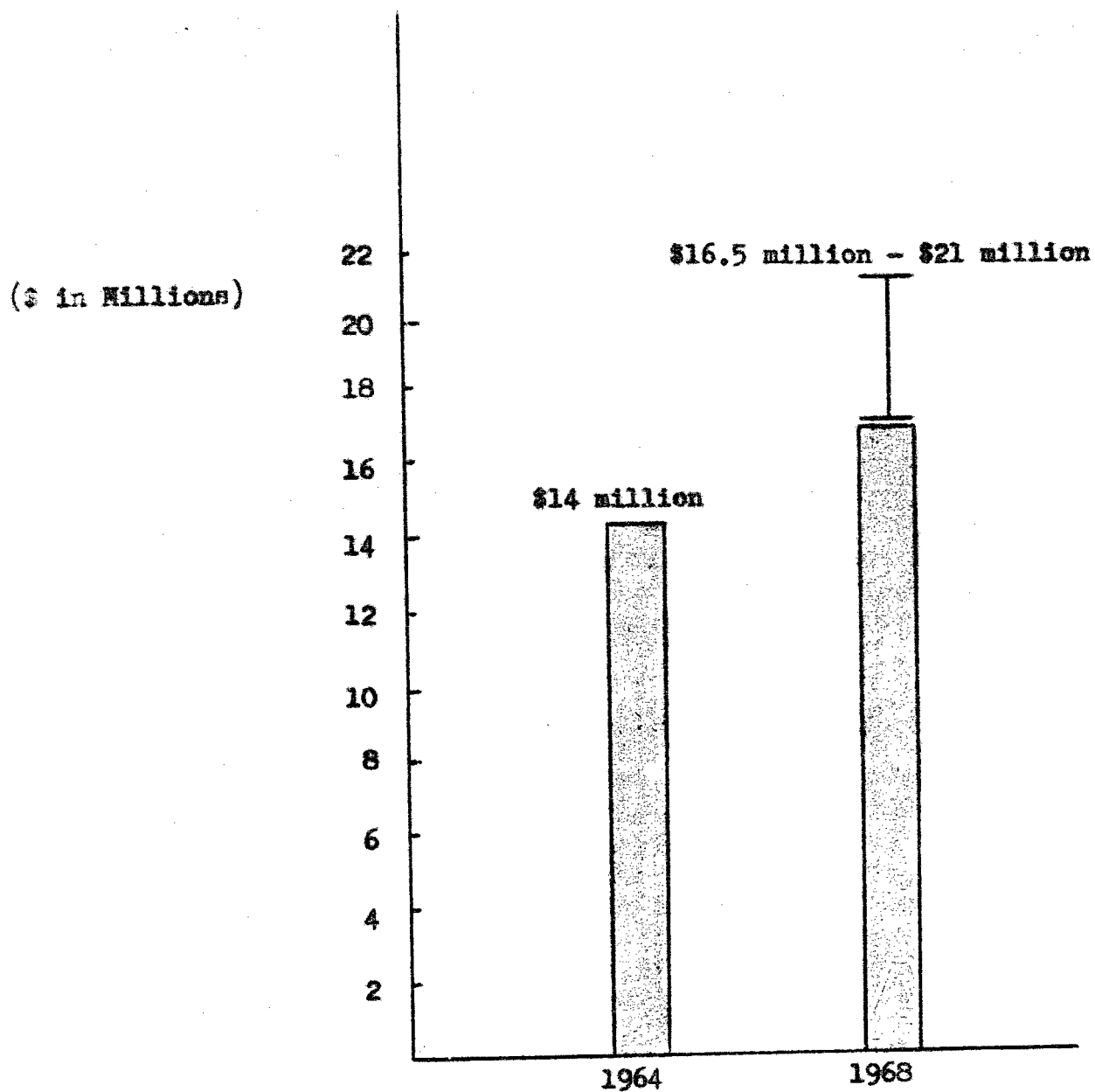


CHART V

TOURIST RECEIPTS - 1964 AND 1968 (ESTIMATED)



3. Develop more 'tourist spots'. Attractive and interesting places, as mentioned in the previous Chapter, should be developed and publicised so that more tourist will be attracted to those places and their stay prolonged.

4. Improve and develop products for tourists to buy. Shopping could be an important part of Malaya's tourist business. The country already has excellent products for tourists to buy, but in general they are hard to find. Native handicrafts like woven sarongs, Malayan batik, the Kelantan silver ornaments, old and new krisses, and basketry are excellent. Moreover there are many Chinese curio shops where antiques like statues of legendary heroes with romantic stories attached are available. Different types of Chinese lanterns have always fascinated the tourists. All these could have good sales if they are well promoted and on sale in numerous places, including airports. The new airport at Subang should have a shop where Malayan products can be displayed.

5. Expand and strengthen functions of the department of tourism and other tourist information centres. Already the Department of Tourism has set up a Research Section for the purpose of making a continuous evaluation of the size and structure of tourism and to provide both the Government and the private sector with information about what is happening in this important field. The Department should also have a section to carry out periodic sample survey on tourist expenditures, tourist likes and dislikes etc.

6. Preservation of the cultures and wild life and development of National Parks. Special encouragement should be given to the preservation and presentation of folk art and customs. The Malay, Chinese, Indian and Portuguese elements of the population will have interesting and colourful folk customs and folk dancing that are natural attractions around which a promotional programme can be built. The preservation and encouragement of these customs could be an important factor in developing and increasing tourism itself. There should be regular schedule performances of special trained groups in various types of Malayan folk art and these performances should be featured as a tourist attraction.

SOURCE OF INFORMATION

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APPENDIX I

"TOURISTS AS DEFINED BY IUOTO"

The term "tourist" shall, in principle, be interpreted to mean any person travelling for a period of twenty-four hours or more in a country other than that in which he usually resides. The committee decided that the following were to be regarded as tourists:

- 1) Persons travelling for pleasure, for domestic reasons, for health.
- 2) Persons travelling to meetings, or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic etc.)
- 3) Persons travelling for business purposes.
- 4) Persons arriving in the course of a sea cruise, even when they stay less than twenty-four hours. The latter should be reckoned as a separate group, disregarding if necessary their usual place of residence.
- 5) Students and young persons in boarding establishments or schools.

The following were not to be regarded as tourists:

- 1) Persons arriving, with or without a contract to take up an occupation or engage in any business activity in the country.
- 2) Other persons coming to establish a residence in the country.
- 3) Residents in a frontier zone and persons domiciled in one country and working in an adjoining country.
- 4) Travellers passing through a country without stopping, even if the journey takes more than twenty-four hours.

At the London meeting of the substantive commission on Research of International Union of Official Travel Organizations in February 1957

it was agreed that excursionists and transit travellers should not be treated as tourists. The two terms excursionist and transit traveller, should be defined as follows:

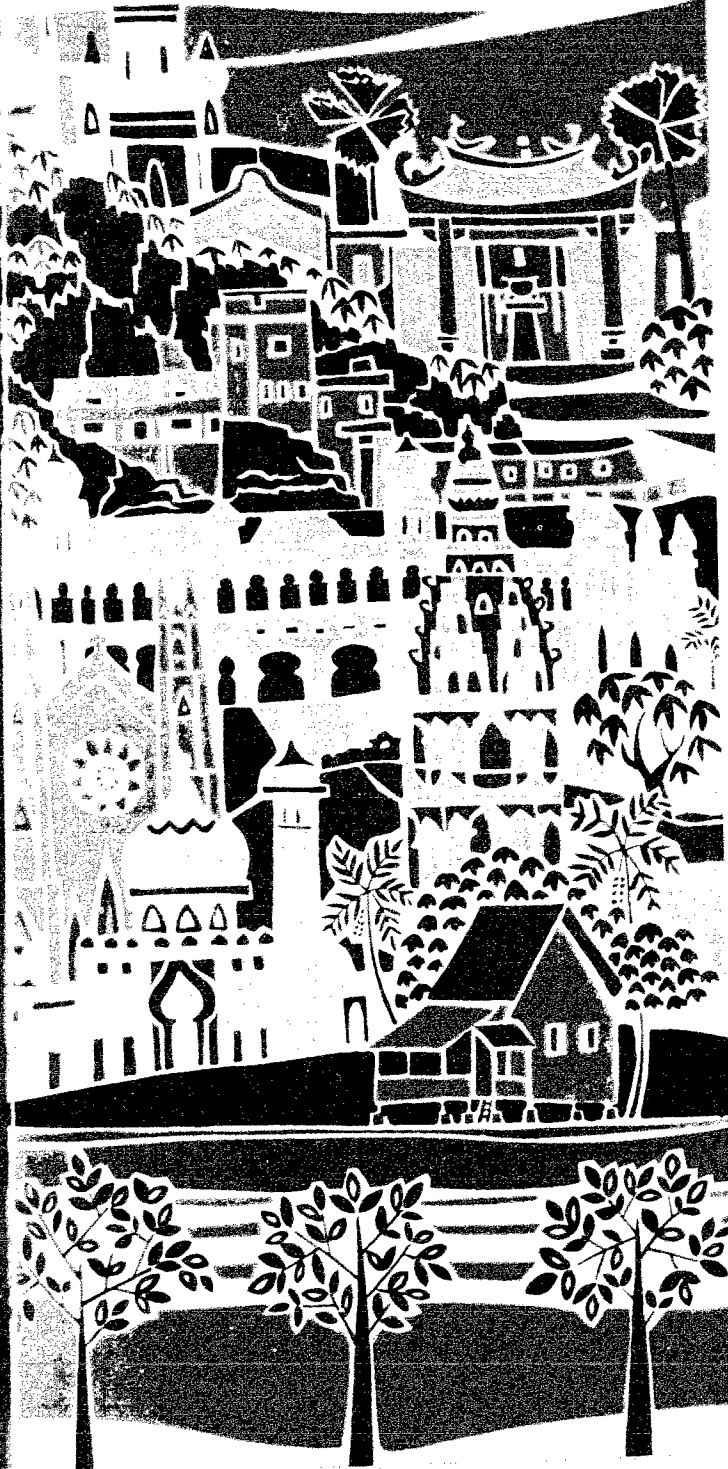
"The term 'excursionist' shall, in principal, be interpreted to mean any person travelling for pleasure for a period of less than 24 hours in a country other than that in which he usually resides and not undertaking any gainful occupation in that country".

"The term 'transit traveller' shall, in principal, be interpreted to mean any person traversing a country, even if for a period of more than 24 hours, without stopping, or a person traversing a country during a period of less than 24 hours, provided that any stops made are of short duration and for other than tourism purposes."

It was agreed at the Dublin Assembly of International Union of Official Travel Organization in 1950 and again in February 1957 by the substantive Commission on Research that students and young persons staying abroad in boarding establishments or schools should be included in the tourist definition.

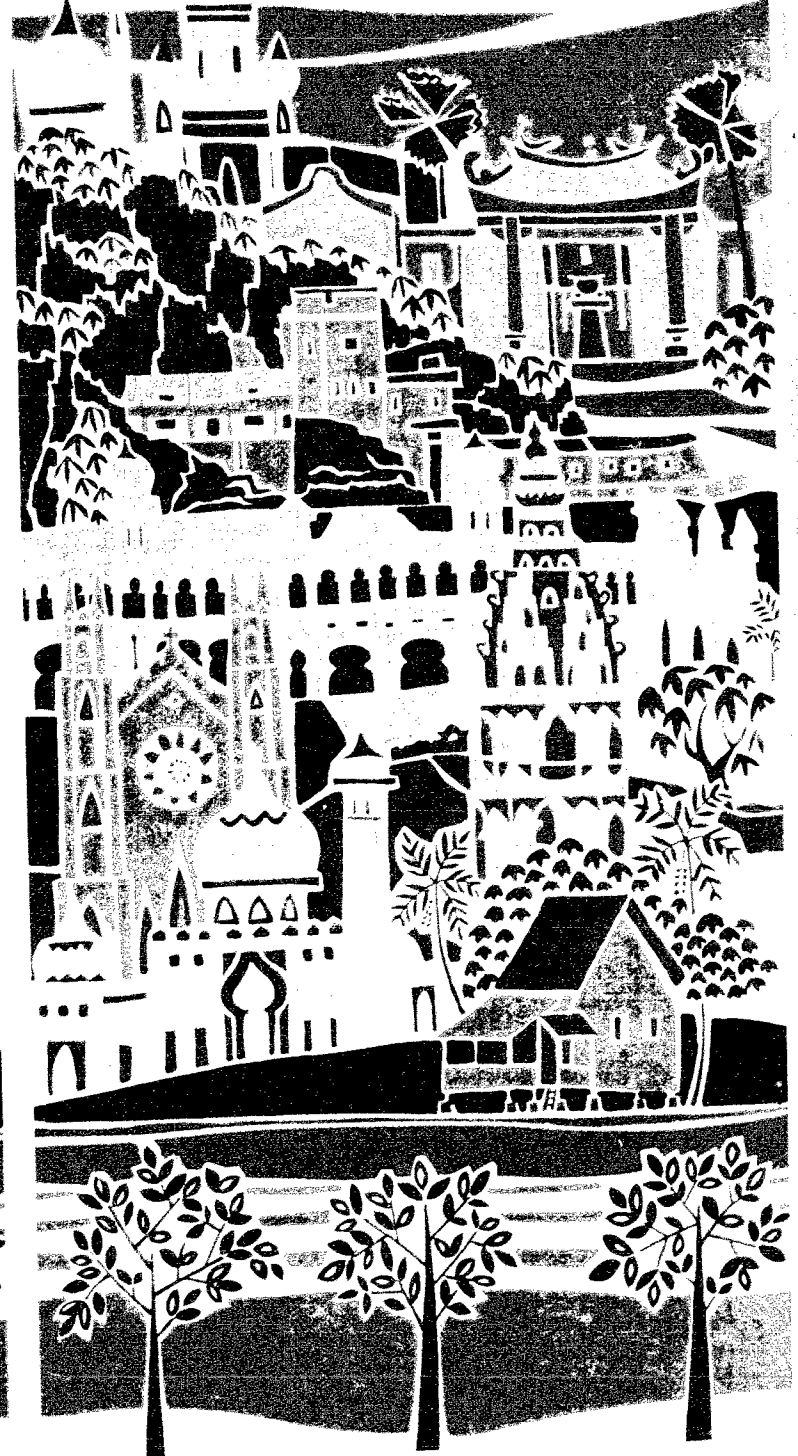
what to do

MALAYSIA



in

MALAYSIA





**SELAMAT DATANG!
MALAYSIA WELCOMES YOU**

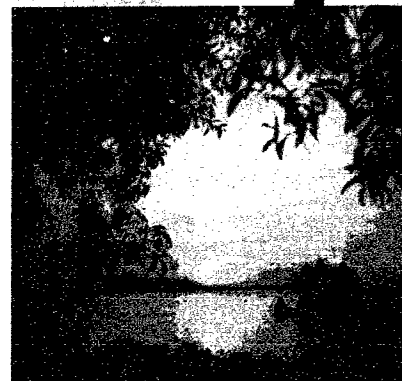
**For
PLEASURE**

Picturesque mosques, temples and churches, palm-fringed golden beaches, green vistas of cultivated rubber, great tin dredges, idyllic villages and multi-coloured satellite towns and, of course, luxury hotels are Malaysia's offerings to the pleasure seeking visitor.

**For
BUSINESS**

Malaysia is engaged on a big drive to develop secondary industries and many new factories have been established and granted pioneer status. Overseas investors are interested in industrial development in Malaysia, being attracted by stable conditions and a growing market in the country.

WONDERFUL LAND OF CONTRASTS



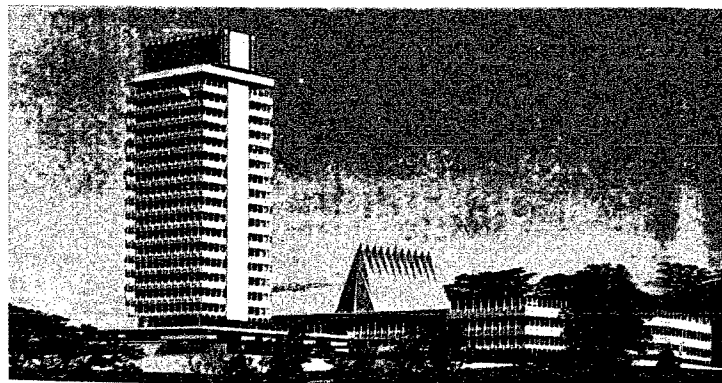
MALAYSIA presents a picture in miniature of the colourful and exotic Orient. Everywhere there is variety —modern towns with luxury hotels and skyscraper-offices, picturesque mosques, temples and churches, roadside stalls, tier upon tier of jungle-clad mountains, miles of palm-fringed golden beaches, long green vistas of cultivated rubber, great tin dredges churning up their wealth, idyllic villages and multi-coloured satellite towns, tall coconut trees and rolling ricefields.

Malaysia's people, too, are as picturesque as the land in which they live. The attractive sarong and kebaya of the Malay women contrast with the slender sheath of the Chinese cheongsam or the trousered samfu and the graceful Indian saree. The gay dress of the Ibans, Muruts and Kadazans adds yet another splash of colour to the Malaysian scene. Malay velvet caps are seen in the same street as the Sikh turban and the yard-wide Chinese labourer's straw hat. Everywhere the hues are vivid.

Malaysians, who are of many races and who have learned to live and work together in harmony, are a friendly people. As citizens of one of the world's newest nations, they are proud of the remarkable spirit of unity that has been developed. They are proud, too, of the progress that is being made in many fields in the development of their country. The visitor will find evidence of this everywhere and he will quickly discover that in few places in the world will he be made more welcome.

A smiling green land of sunshine, Malaysia offers attractions that are almost magical in their charm. It is, indeed, the wonderland of Asia.

Parliament House — Kuala Lumpur.





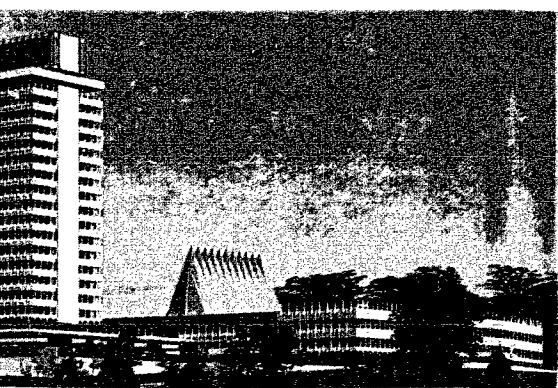
presents a picture in miniature of the exotic Orient. Everywhere there is variety of towns with luxury hotels and skyscraper-resque mosques, temples and churches, tier upon tier of jungle-clad mountains, fringed golden beaches, long green vistas of rubber, great tin dredges churning up idyllic villages and multi-coloured satellite coconut trees and rolling ricefields.

The people, too, are as picturesque as the land they live. The attractive sarong and the Malay women contrast with the slender Chinese cheongsam or the trousered graceful Indian saree. The gay dress of the Muruts and Kadazans adds yet another colour to the Malaysian scene. Malay velvet in the same street as the Sikh turban and the Chinese labourer's straw hat. Every-

thing is vivid. The people, who are of many races and who have lived and work together in harmony, are a people. As citizens of one of the world's nations, they are proud of the remarkable spirit that has been developed. They are proud, too, of the progress that is being made in many fields in the development of their country. The visitor will find this everywhere and he will quickly discover that in every place in the world will he be made more

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Parliament House — Kuala Lumpur.



The four historical, the Far East between the inclusion in Bangkok. the travel m

ACCOMMODATION: good modern rooms with range from ones to the more than luxurious penthouse from hills and churches, magnificent views of rolling hills

SUN

RESTAURANTS: Malaysia is the cosmopolitan of the world's serve the most cases prepared in many fields in the dishes there indulge in soups to satay — spicy fire and eat peanut sauce

Spacious dining rooms are common in all the big hotels



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The fourteen states of Malaysia have historical, cultural and travel traditions unrivalled in the Far East. This crescent of states sandwiched between the Philippines and Thailand is ideally included in a South East Asia tour — just as Bangkok, Hong Kong or Manila and in the the travel magnets of the Orient.

ACCOMMODATION: In the main towns good modern hotels, many offering air-conditioned rooms with private bath and telephone. Rooms range from M\$15 to M\$40 per day. Hotels range from minaretted Moorish-style ones to the skyscraper-type with more than 200 rooms and luxurious penthouse, from hillside magnificent views of rolling hills

SUNSHINE

winding to palm seaside chalet smaller towns you can Government Rest Houses usually less luxuriously furnished city hotels but which offer the opportunity for you to visit some of Malaysia's rural

RESTAURANTS: The variety of food you can find in Malaysia is almost unbelievable. It is in keeping with the cosmopolitan nature of the country. The hotels serve the most sophisticated European cuisines, while the smaller cases prepared under the supervision of Chinese chefs. For those who wish to sample exotic dishes there are innumerable restaurants where you can indulge in everything from shark's fin and bird's nest soups to spicy Malay and Indian curries and satay — spiced meat grilled on sticks over a charcoal fire and eaten after being dipped in sweetened peanut sauce. This is a delicacy to delight.

Spacious dining rooms are common in all the big hotels



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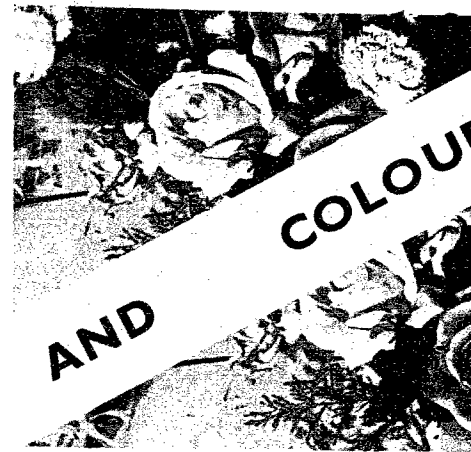
SUNSHINE

FESTIVAL

and winding valleys to palm-shaded seaside chalets. In the smaller towns you can stay at Government Rest Houses which are usually less luxuriously furnished than city hotels but which offer the opportunity for you to visit some of Malaysia's rural areas.

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ENTERTAINMENTS: A seat in an a cinema showing the latest film, the pe international artistes and troupes, loca presentations of internationally known sophisticated floor show — these await yo There are also the fascinating amusemen you can see the glittering world of the C presenting a legendary tale or watch dancers of the Malay Joget performing movements. The East Coast States o peninsula offer skilled men who spin g brilliant kites — some seven feet tall — a the Malay art of self-defence. You ma exotic manora (Malay drama) and the (shadow play). The seven to eight-fo turtles of the South China Sea never fail visitors who await their midnight visits. traditional Kadazan dance, the "Sumaza all festive occasions especially the two Festival in May. Festivals abound, Chinese and Indian — all rich in col spectacular in their own way. (Your tra have the "Festival Malaysia" calendar o

SHOPPING: The best products of East available in the main centres. Penang a are free ports, except for excise dutie tobacco and petrol. Here prices compa with any in the Orient. If you are looking

Shopping — Change Alley, Singapore.



APPENDIX II

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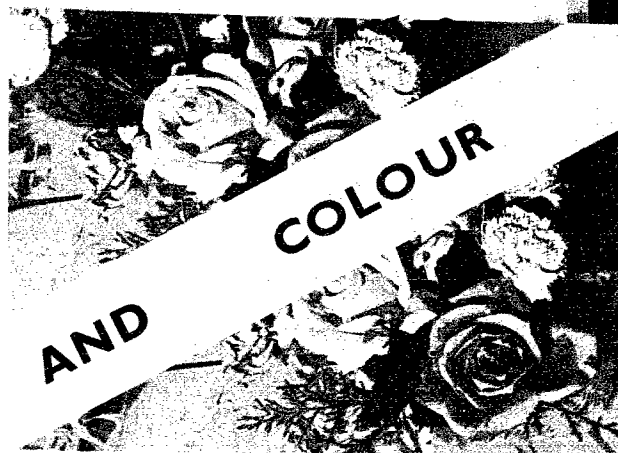
SUNSHINE

FESTIVAL

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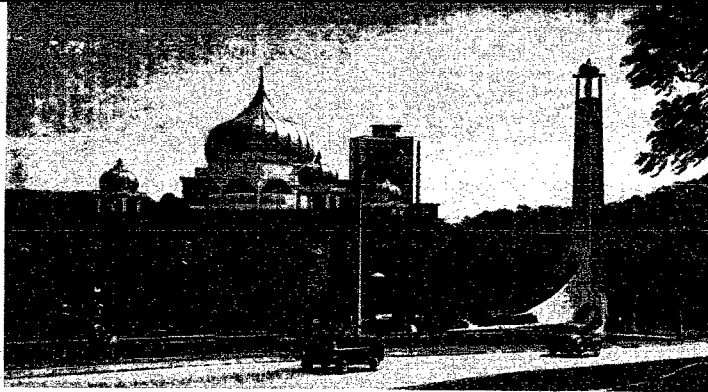


ENTERTAINMENTS: A seat in an air-conditioned cinema showing the latest film, the performances of international artistes and troupes, local theatre club presentations of internationally known plays, or a sophisticated floor show — these await you in Malaysia. There are also the fascinating amusement parks, where you can see the glittering world of the Chinese theatre presenting a legendary tale or watch the graceful dancers of the Malay Joget performing their intricate movements. The East Coast States of the Malay peninsula offer skilled men who spin giant tops, fly brilliant kites — some seven feet tall — and do bersilat, the Malay art of self-defence. You may also see the exotic manora (Malay drama) and the wayang kulit (shadow play). The seven to eight-foot long giant turtles of the South China Sea never fail to enthrall the visitors who await their midnight visits. In Sabah, the traditional Kadazan dance, the "Sumazau", highlights all festive occasions especially the two-day Harvest Festival in May. Festivals abound, Malay, Iban, Chinese and Indian — all rich in colour and each spectacular in their own way. (Your travel agent will have the "Festival Malaysia" calendar of events).

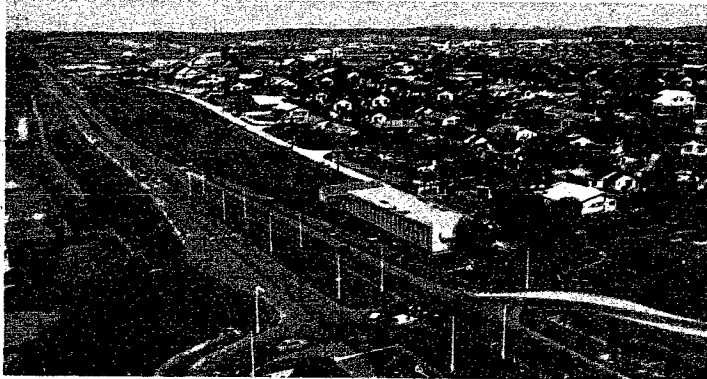
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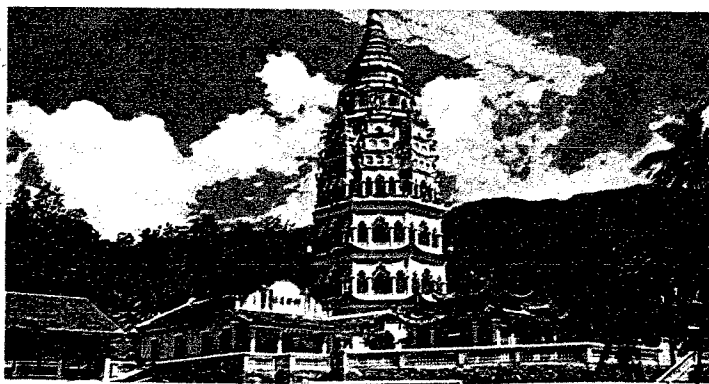




University Mosque situated in the campus of the University of Malaya.



The Highway which connects Port Swettenham to Kuala Lumpur.



Ayer Itam Pagoda, Penang.



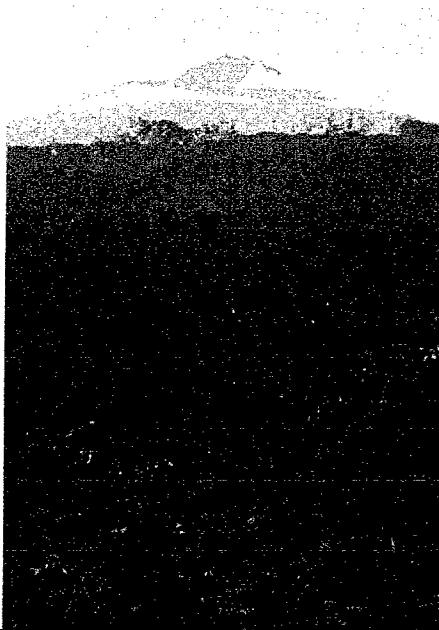
In the heart of old Malacca.



souvenirs of your stay, you can choose from a wide range of Malaysian arts and crafts. Beautiful hand-made Kelantan silverware and superb hand-loomed silver and gold embroidered sarong material are available in the main towns. The master weavers of the East Coast States are making the famous "kain songket" (Malaysian brocade) material in five-yard lengths suitable for Western style evening gowns. Some of the better dressmakers can offer styles in "kain songket" or in vivid batik sarong material. Batik is also made into attractive sports shirts for men. There is a very good range of pewterware available, made of course from Malaysian tin. In all but the biggest stores, the shopkeeper is willing to bargain over prices and in fact, expects you to do so.

SIGHTSEEING: Whether you arrive in the gorgeous island of Penang or in Kuala Lumpur, the Malaysian Capital, Malaysia's beauty and charm will envelope you. Penang, with its beaches, gardens, waterfalls, hills and temples, makes an ideal beginning for your tour. After crossing to the mainland, the journey south will take you to Ipoh, set among green tin mine lakes and beautiful limestone out-crops, some of whose caves have been converted into fascinating Chinese temples. Southwards again to Kuala Lumpur, a fast-developing city surrounded by tin mines, rubber estates and imposing mountain ranges. Within easy reach of it are the wonderful Batu Caves and the resort of Fraser's

Mt. Kinabalu from Kiulu, Sabah.



Pounding, Winnowing padi.





ay, you can choose from a wide
arts and crafts. Beautiful hand-
erware and superb hand-loomed
roidered sarong material are avail-
ns. The master weavers of the East
aking the famous "kain songket"
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Whether you arrive in the gorgeous
in Kuala Lumpur, the Malaysian
beauty and charm will envelope
s beaches, gardens, waterfalls, hills
an ideal beginning for your tour.
mainland, the journey south will
among green tin mine lakes and
out-crops, some of whose caves
into fascinating Chinese temples.
Kuala Lumpur, a fast-developing
tin mines, rubber estates and
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tu Caves and the resort of Fraser's

Kulu, Sabah.

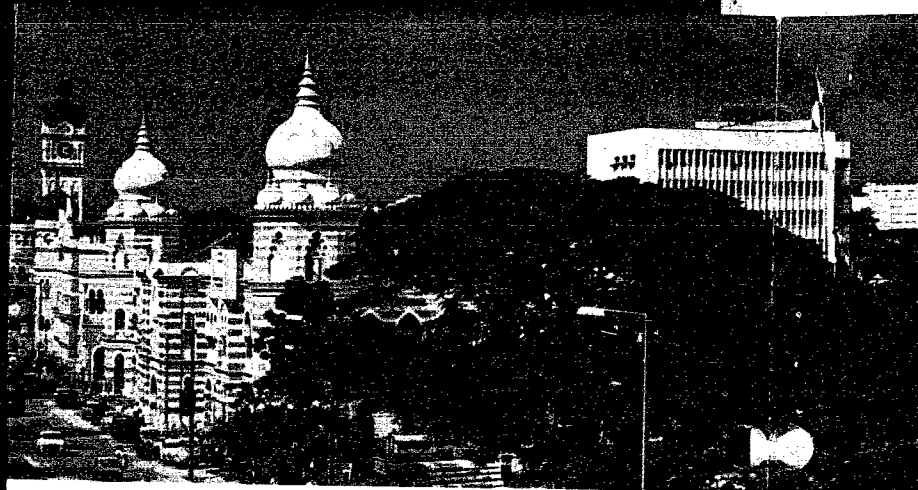
Pounding, Winnowing padi, Papar, Sabah.



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Borneo.

INDUSTRIES
countryside y
Malaysia is c



▲ Kuala Lumpur, Malaysia's capital city.

natural rubber — grown on large plantations or small-
holdings. Tin is the other main basic industry, pro-
ducing one-third of the world's output by dredging
and other methods. A tin mine at Sungei Besi, near
Kuala Lumpur, is the world's largest man-made hole.
Malaysia is also a big producer of copra and pineapples.
Tea and coffee are grown in the hills and experiments
are being made with cocoa-growing. Pepper is an
important export crop in Sarawak. The country is
engaged on a big drive to develop secondary industries
and many new factories have been established and
granted pioneer status at Petaling Jaya, Malaysia's first
satellite town, close to Kuala Lumpur, Capital City.
Overseas investors are interested in industrial develop-
ment in Malaysia, being attracted by stable conditions
and a growing market in this country.

Singapore's excellent port handles the second largest
tonnage of shipping in the world. Behind the port
stand the first-class services of the ware houses, banks,

ously constructed of wood.



Tapping a rubber tree.



The fam

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apping a rubber tree.



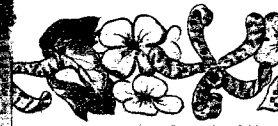
insurance companies, bankers and the merchants.

SPORTS: Malaysians are great sports enthusiasts and play almost every game in existence. Horse racing is very popular and meetings take place throughout the year in the four main centres of Kuala Lumpur, Singapore, Penang and Ipoh. All are in excellent settings and offer facilities and sport comparable with any in the world. Soccer and rugby, cricket and tennis are all very popular. Golf enthusiasts are well catered for with courses in the mountain resorts of Fraser's Hill and Cameron Highlands, as well as in all the larger towns. Good sea angling is to be had and big game fishing provides excellent sport off Mersing in Johore. If you prefer fresh water fishing there are excellent facilities in Malaysia's National Park. Swimming is a favourite relaxation for most Malaysians and there are swimming pools in most of the larger towns. Of course sea bathing awaits you all around the coast.

The famous nine hole golf course of Fraser's Hill, close to Kuala Lumpur.



The "floating village" of Jesselton, Sabah.




, Sarawak.



ngapore.



APPENDIX II



SOCIAL: On all sides there is evidence of the Malay-Government's aim that social development shall pace with the growth of population. New schools, hospitals and houses rise at an ever increasing rate. These are evident in the main towns and the work of carrying these benefits in greater measure to the countryside is now being vigorously pursued. Malaysia's network of roads must rank with the best in Asia and constant improvements are being made and new roads being built to open up rural areas. The visitor will find that this young nation has an eagerness and vitality which are stimulating and augur well for the future.

TRANSPORTATION: One of the richest countries in South-East Asia, Malaysia has won the admiration of visitors for its easy and efficient transportation system. It has a modern railway service, a network of first-class roads and a fine internal air service that link its main towns. You can motor, fly or go by rail from one part of Malaysia to another in complete comfort and safety.

CLIMATE: Throughout the year, temperatures range from 70 to 90 degrees in the lowlands and the nights are generally cool. Rainfall comes in quick heavy downpours and a tedious drizzle is rare.

PEOPLE: Of Malaysia's ten million people, over four and a half million are Malays, four million are Chinese, and about three quarters of a million are Indian. In the Borneo states of Sabah and Sarawak the Ibans, Dusuns and Kadazans form the majority. This striking picture of peoples of varying cultures — particularly the farming Malay — forms only a part of the vivid scene that is Malaysia.

GOVERNMENT: Each of the 14 states of Malaysia has its own Ruler or Governor and an elected assembly. The Supreme Head of State is His Majesty the Yang di-Pertuan Agong, a constitutional monarch elected for a term of five years by the State Rulers from among their numbers. The Malaysian Parliament consists of the House of Representatives, which is fully elected and the Senate, which is partly elected and partly appointed. The Yang di-Pertuan Agong appoints as Prime Minister a member of the House who commands the confidence of a majority of its members.


PASSPORTS: Every visitor requires a passport. Few need visas. Visas are issued by Government of Malaysia Representatives abroad. In some cases, you may also obtain them from British Consular authorities. Should you be among those fortunate enough to remain in Malaysia for more than 1 year, you must obtain a National Registration Identity Card from the nearest Registration Office.

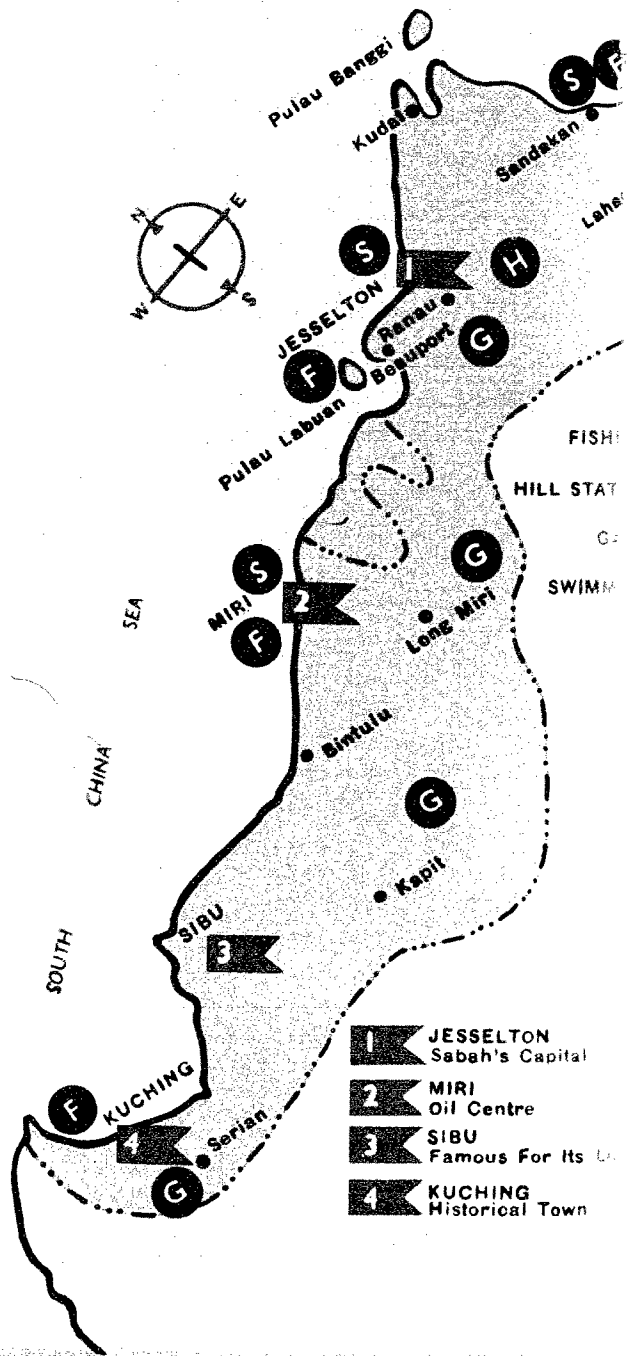
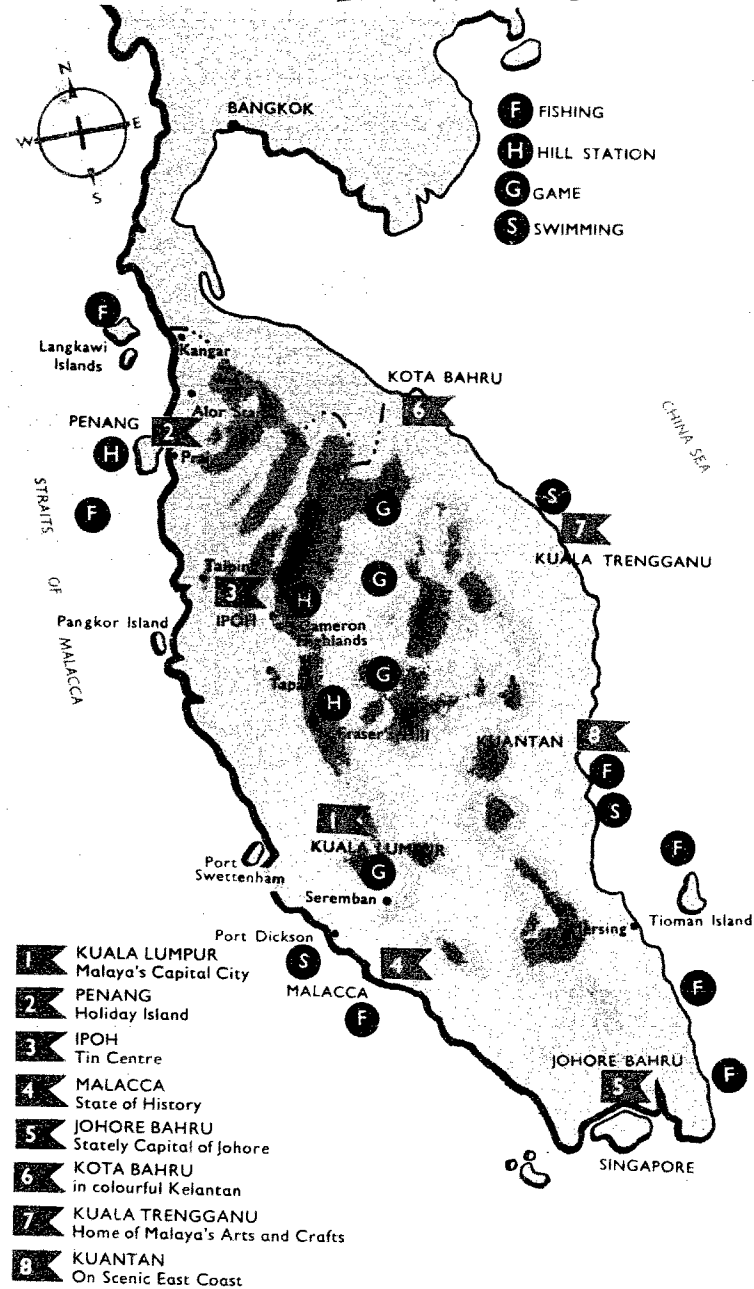
HEALTH: To enter Malaysia all you need is a certificate of vaccination issued within the last three years. Should you arrive from an infected area, the relevant immunisation certificate is required. Malaysian towns are clean and health standards rank among the best in Asia. In the larger cities water can be drunk straight from the tap.

CURRENCY AND EXCHANGE: The Malaysian dollar is linked with sterling at two shillings and fourpence. Three Malaysian dollars equal approximately one U.S. dollar. Traveller's cheques up to any value may be brought in or out, but movement of currency is restricted to a maximum of Malaysian \$500 or £250 sterling, or equivalent value in any other currency.

CLOTHES: Only lightweight clothes are necessary. For women light cotton dresses are the normal daytime wear and for men sports shirt and slacks. Don't worry if you are short of this type of clothing. In Malaysia materials are very cheap and tailors need an unbelievably short time to meet your requirements, a special 24-hour service being available. Larger hotels do expect men to wear a tie and a jacket in the evening, but dining in the attractive small hotels and restaurants of Malaysia is very informal and no jacket is required. For women a cocktail dress will suit most occasions, formal wear only being used on very special occasions.

For additional information about MALAYSIA, please see your Travel Agent or write to any Malaysian Government Representative or write direct to:— Department of Tourism, P.O. Box 328, Kuala Lumpur, Malaysia.





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APPENDIX III

INTERNATIONAL AIR SERVICES THROUGH KUALA LUMPUR AIRPORT

Carrier	Frequency	From	For
<u>BOAC</u> Wednesday Saturday Tuesday Thursday	4	London London Singapore Singapore	Sydney Sydney London London
<u>Air-Ceylon</u> Thursday Friday	2	London Singapore	Singapore London
<u>CPA/MAL</u> Friday Wednesday Tuesday Thursday Monday Sunday	6	Singapore Singapore Hong Kong Hong Kong Singapore Hong Kong	Hong Kong Hong Kong Singapore Singapore Hong Kong Singapore
<u>Thai International</u> Monday Wednesday Friday Thursday	4	Singapore Singapore Singapore Djakarta	Bangkok Bangkok Bangkok Bangkok
<u>Thai International</u> Saturday Sunday Monday Tuesday Thursday Sunday Saturday	7	Djakarta Kuala Lumpur Bangkok Bangkok Bangkok Bangkok Kuala Lumpur	Bangkok Bangkok Singapore Singapore Singapore Singapore Bangkok
<u>Air Vietnam</u> Wednesday Sunday	2	Saigon	Singapore

APPENDIX IV

OUTLINE OF SYLLABUS FOR GUIDE TRAINING COURSE

I. Introduction

1. Tourist Guides - the profession and its importance.
2. Tourist Guide and the Tourist - dress, manners and department, precision of information and fluency in language-nationalism, chauvinism; not talking too much.
3. Tourist Guides and Travel Trade.
4. Tourist Guides and Shopping.

II. General Knowledge

5. Organization of the Departments dealing with Tourism in the region.
6. Development plans for tourism.
7. History.
8. Geography.
9. Constitution and Government.
10. Religious.
11. Foreign Policy.
12. Flora.
13. Wild Life.
14. Painting.
15. Sculpture.
16. Music
17. Dancing
18. Festivals.

19. Gastronomy.

20. Jewellery, precious stones, costumes, cosmetics, and coiffure.

III. Tourist Attractions of Malaya

21. Panorama of tourist attractions.

22. Architecture and sculpture (with slides).

23. Tourist Centres (with slides).

24. Hunting and other forums of sport.

IV. Forms and Formalities

25. Pre-entry and entry formalities.

26. Health formalities.

V. How to Plan Sightseeing

27. How to draw an itinerary.

VI. Practical Training

1. Sightseeing of nearby tourist centres.

2. A day at the Airports, Control Tower, Customs and Police.

3. A day at the National Museum.

4. A day at the National Art Gallery.

5. A day at the Parliament.

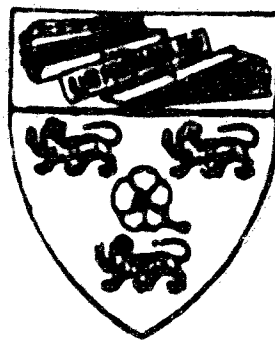
6. A day conducting sightseeing parties.

7. A visit to the Handicrafts Emporium.

8. A visit to a Shopping Centre.

9. Audition of discs of Oriental Music.

10. Weekly projection of Tourist Films.



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